

Audience Analysis— Preliminary: What you Need to Know.

Client _____

Meeting Date _____

Contact Person _____

Phone _____

1. Audience’s major needs, problems, concerns at this moment: _____
2. Subject knowledge and vocabulary level: _____
3. Their relationship to me as a speaker: _____
4. Level of education: _____
5. Age range: _____
6. Sex? Ratio of men to women: _____
7. Ethnic background: _____
8. Occupation: _____
9. Audience size: _____
10. Any special interests or purpose of meeting? _____
11. Religion: _____
12. Political persuasion: _____
13. Special organization projects and current events: _____
14. Are there any other speakers before, after, or concurrently with me? Yes No
If yes, what are their topics and length of presentations?

15. Will there be drinking or eating before my speech? Yes No
16. Have other speakers addressed this audience on a similar topic? Yes No
Audience’s reaction:

17. To what has audience responded most positively? _____
18. To what has audience responded least positively? _____
19. What data and support will persuade my audience (e.g., statistics, anecdotes, demonstrations, colorful visuals)? _____

Audience Analysis—Customized

This questionnaire works well for customized work. Whether you research the information yourself or someone else fills it out, all of these questions should be answered before you face your audience.

Client _____

Meeting Date _____

Contact Person _____

Phone _____

1. What is the theme of your meeting?

2. What are the top three challenges or problems faced by the members of your group?
 - a. _____
 - b. _____
 - c. _____
3. Generally speaking, what are the characteristics of your average member?

Age: _____ Sex: M F Annual personal income: _____
Educational background: _____ Occupation: _____
4. Will there be any special guests? Please explain:

5. How many people will be in the audience? _____
6. Why is your group attending this meeting? _____

7. How will they be notified? _____
8. What is their overall opinion regarding the subject (e.g. favorable, hostile, etc.)?

9. What three facts should I know about your group before addressing them?
 - a. _____
 - b. _____
 - c. _____
10. What speakers have you used in the recent past and what did they discuss?
 - a. _____
 - b. _____
 - c. _____
11. What programs/speakers have been most enthusiastically received?

12. Please list the names, positions, and telephone numbers of three well known, well liked people in the organization who will be at my presentation and with whom I can joke or involve.

Name: _____ Position: _____ Phone #: _____

Name: _____ Position: _____ Phone #: _____

Name: _____ Position: _____ Phone #: _____

13. What were the three most significant events in your industry or within your group during the past year?

a. _____

b. _____

c. _____

14. Please share with me any “local color” you know relating to the location where my speech will be.

15. Please share with me any “industry color” you know relating to your organization or industry.

16. Specifically, what are you trying to accomplish at this meeting?

a. _____

b. _____

c. _____

17. What are your specific objectives for my part of this meeting?

a. _____

b. _____

c. _____

18. Are there any issues/topics in particular that you think I should discuss during the program?

a. _____

b. _____

19. Are there any issues/topics that you think I should avoid during the program?

a. _____

b. _____

20. What can you suggest to help me make this presentation the best your audience has ever heard?

a. _____

b. _____