

# AUDIENCE CHECKLIST

Some of the most important things about your presentation or training will have occurred before your presentation or training actually begins. Preparation before presenting includes, but is not limited to:

- Knowing your audience
- Knowing the context of your presentation (e.g., what people will do before or after your presentation)
- Anticipating the energy level of your audience (e.g., relaxed, energetic, enthusiastic, tired, hostile)
- Approximating the age and gender distribution of your audience
- Being aware of the cultural orientation of your audience
- Knowing the number of people who will be attending
- Determining whether attendance is voluntary or mandatory
- Determining whether your audience will consist of line staff and supervisors (e.g., several layers of hierarchy)
- Deciding if the audience will already have biases or expectations of your presentation
- Determining what the audience is expecting to learn or be able to do as a result of your presentation

If you have successfully completed the above checklist, you will be on your way to a more confident and effective presentation.



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