**Finding out about your audience**

*During today’s meeting, you can find out some information about your audience’s backgrounds, needs, and interests – by asking the questions below.*

Tell your peers the topic of your presentation

Ask them questions to get an idea of their background, needs, and interests - in relation to the topic. Write down their responses

1. What do they already know about the topic? (List concepts that you can use to explain any unfamiliar concepts. Plus, list old news that you don't need to bother with.

2. What would they like to know about the topic?

3. What concepts are unfamiliar to them? (List concepts that need explaining)

4. How does your topic connect to the day-to-day lives of your audience? If it doesn't, what connection could you make to convey the relevance of your topic to this audience (i.e., Why should they care? Why should they be interested in listening?)

5. What do they fear/hate? (List objections/emotional comments that might cause the audience to reject what you say about your topic.)

6. What do they like/need? (List likes and needs that can traslate into benefits that outweigh the objections.)