

Audience Needs Analysis

Question	Response
What is new with this group? (Leadership, economy, recent events)	
What is the group like normally? (Rowdy, serious, business, reserved)	
What are their buying patterns? (Supportive of their own, causes move them, who have they bought from in the past)	
What Sub-groups exist? (Males vs. Females, Boomers / Gen-X / Gen-Y, Business, philanthropic, faith-based, social, General interests of the group)	
What is the predominant culture? (Community, corporate, ethnic, faith)	
What are the audience expectations? (Entertainment, serious, brief, overview, in-depth, teaser, instruction, involvement, motivation, facts, information, education)	
What has delighted them in the past? (Research from asking group contact)	

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<p>What are their needs? (Funding, how-to, more contacts, information, how will my information pertain to them?)</p>	
<p>What is their previous knowledge? (Audience education level, jargon, training. Are they beginners, mixed or advanced on your subject?)</p>	
<p>How will you audience feel about your topic? (Overwhelmed, anxious, relieved, hopeful, urged to do something)</p>	
<p>How has your audience responded to similar topics? (Delighted, mixed reviews, enthusiastic, supportive?)</p>	
<p>How has your audience responded to someone else in your field? (This person is their pet, they are looking for someone else to support, open to new information, likes to compare, loyal)</p>	
<p>What is their normal time-frame for a presenter? (5, 10, 15, 20, 60 minutes?)</p>	