



## Audience Analysis – Customized

Special Request: Please send all available printed material on your company, division, employees, and product/service line.

- What is the theme of your program?
  
- What are the top three challenges or problems faced by the members of your group?
  - 1.
  - 2.
  - 3.
  
- What, approximately, are the characteristics of your average member?

Age	Annual personal income
Educational background	Maybe Religion
Sex	Occupation
  
- Will there be any special guests? Please explain
  
- How many people will be in the audience?
  
- Why is your group attending this program?
  
- How will they be notified?
  
- What is their overall opinion regarding the subject, e.g. favorable, hostile, etc?
  
- What three facts should I know about your group before addressing them?
  - 1.
  - 2.
  - 3.
  
- What speakers have you used in the recent past and what did they discuss?
  - 1.
  - 2.
  - 3.
  
- What programs or speakers have been most enthusiastically received?

# dokterpidato

- Please list the names and positions of three people in the organization who are well known and well liked within the group, who will be present at the program, and who I can joke with or call on if the need arises?

Name	Position
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Name	Position
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Name	Position
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- What are the three most significant events to have occurred in your industry, or within your group, during the past year?
  - 1.
  - 2.
  - 3.
- Please share with me any ‘local color’ you can think of relating to the location where my speech will be held.
- Please share with me any ‘industry color’ you can think of relating to your organization or industry.
  - 1.
  - 2.
  - 3.
- Specifically, what are you trying to accomplish at this program?
  - 1.
  - 2.
  - 3.
- What are your specific objectives for my part of the program?
  - 1.
  - 2.
  - 3.
- Are there any issues/topics in particular that you think I should discuss during the program?
  - 1.
  - 2.
  - 3.
- Are there any issues/topics that you think should avoid during the program?
  - 1.
  - 2.
  - 3.
- Do you have any suggestions to help me make this presentation the best your audience has ever heard?