Prework: Basic Questions

What is the topic you will speak about?

What is your intention for your presentation? (What will be different as a result of this presentation? What do you want the audience to do as a result of your presentation? If this presentation were to go really well, what would the result be?)

What are the 3 most important messages of your presentation, in one sentence each?

What ideas do you have, based on the audience analysis on the other side, for making your presentation interesting and memorable?

Prework: Audience Analysis

Note below any relevant information that may help you to tailor your presentation.

	GROUP/PERSON 1	GROUP/PERSON 2	GROUP/PERSON 3
Needs/Care-abouts What do they need or want with respect to your topic? (This is the most important question to answer in terms of audience analysis).			
Mental States How do they feel about your topic/you? How much do they know about your topic? What are their values/challenges/distractions? What's going on in their organization?			
Demographics What is their age, race, religion, culture, education, gender, sexual orientation, nationality, etc.? What affiliations do they have?			
Environment How and when will you deliver this presentation (face-to-face, virtual, phone, large/small group, seated, standing, on a stage, day and time of day)?			