

# Presentation Planning Sheet#1

## Analyzing Goals and Audience

*LANL Training and Development Group*

As you begin to plan your presentation you should first consider the purpose for presenting and identify your potential audience. Complete the following questions and fill in what you will do to address each point.

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1. What is the title of your presentation? Decide what message you wish to deliver.

2. What are your overall goals?:

- \* To inform \_\_\_\_\_
- \* To persuade \_\_\_\_\_
- \* To entertain \_\_\_\_\_

3. Who is your audience?

4. After your presentation, the main thing the audience will know is:

5. After your presentation, the audience will feel the emotion(s) of:

6. After your presentation, the audience will take the following action(s):

**My assessment of the audience is:**

**So I will:**

7. The audience will consist of the following people: 7.
8. The number of people in the audience will be: 8.  
approximately \_\_\_ people
9. The audience needs or wants the information 9.  
because:
10. The audience has the following special 10.  
needs/concerns:
11. The audience knowledge of the topic and technical 11.  
terminology is:
- \* high \_\_\_\_\_
  - \* low \_\_\_\_\_
  - \* mixed \_\_\_\_\_
  - \* unknown \_\_\_\_\_
12. The audience's willingness to accept the ideas I 12.  
present is:
- \* high \_\_\_\_\_
  - \* low \_\_\_\_\_

- \* mixed \_\_\_\_\_
- \* unknown \_\_\_\_\_

**13.** One thing I know about the audience that may help me identify with them is: **13.**

**14.** The audience's opinion of me as a speaker is: **14.**

- \* high \_\_\_\_\_
- \* low \_\_\_\_\_
- \* mixed \_\_\_\_\_
- \* unknown \_\_\_\_\_

**15.** One thing about me that may affect the audience is: **15.**

**16.** An example of a style, approach or supporting argument that **will not** appeal to this audience is: **16.**

**17.** An example of a style, approach or supporting argument that **will** appeal to this audience is: **17.**

**18.** I want to accept questions from the audience: **18.**

- \* anytime \_\_\_\_\_
- \* after sections \_\_\_\_\_
- \* at the end \_\_\_\_\_

*Adapted from: <http://set.lanl.gov/programs/cif/Resource/Presentation/PlanSht1.htm>  
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