

Identifying Your Audience and Focus

As you prepare to talk about your work, asking yourself a few questions about your audience will help you focus your presentation and identify your goals. Since your focus and goals will differ depending on the audience you are speaking to, we've included boxes for the different scenarios you may need to prepare for.

Scenario # 1

1. Who is your audience?

2. What is the context of your talk (eg., conference presentation, networking event, job talk)?

3. What are two or three ways that your talk intersects with your audience's interests?

A.

B.

C.

4. What are two main things you want your audience to know after your presentation?

A.

B.



Scenario # 2

1. Who is your audience?

2. What is the context of your talk (eg., conference presentation, networking event, job talk)?

3. What are two or three ways that your talk intersects with your audience's interests?

A.

B.

C.

4. What are two main things you want your audience to know after your presentation?

A.

B.



Scenario # 3

1. Who is your audience?

2. What is the context of your talk (eg., conference presentation, networking event, job talk)?

3. What are two or three ways that your talk intersects with your audience's interests?

A.

B.

C.

4. What are two main things you want your audience to know after your presentation?

A.

B.

