Audience

IDAHO COMMISSION FOR LIBRARIES 5.3.17
Audience
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WHERE

WHO

HOW

WHY
Audience

WHERE: YOUR LOCATION

- Audience setup
- Speaker setup
- Time of day
- Place in the agenda

HOW: CONTEXT

- Order of presenters, additional panelists
- Supporting materials, technology
- Facilitated or moderated
Audience

WHO: AUDIENCE MAKEUP

- Demographics
- Industry they are in
- Positions they hold
- Knowledge of the topic

WHY: THEIR MOTIVATIONS

- Do they need the information to make decisions, influence decisions, be informed
- What challenging questions can you expect