

## WHAT IS AN AUDIENCE?

THE PEOPLE THAT
COME TO LISTEN
TO A SPEAKER.



#### **TOP 5 MISTAKES IN SPEAKING TO A NEW AUDIENCE**

- 5. GOING OVER THE ALLOTTED TIME
- 4. BEING DEMANDING
- 3. NOT ENGAGING THE AUDIENCE
- 2. STARTING SLOW AND ENDING FAST
- 1. NOT KNOWING YOUR AUDIENCE

KNOWING YOUR AUDIENCE **HELPS YOU** TO CONNECT TO THEM!



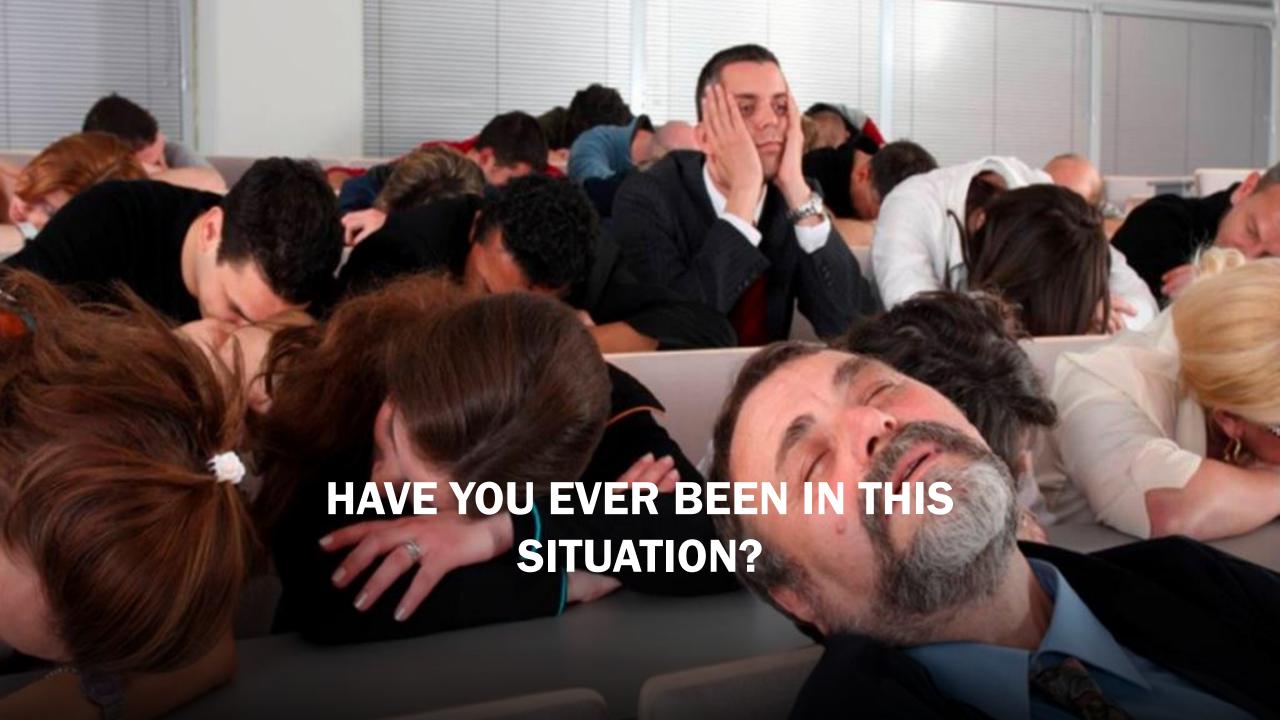
## KNOWING YOUR AUDIENCE IS IMPORTANT BECAUSE...



It helps you identify content and messages people care about



The best messages help people feel like you're reading their mind



#### **KEY INFORMATION TO KNOW ABOUT YOUR AUDIENCE**

Age

Gender

Education Level

Religion

Language

Culture

Sexual Orientation

## WAYS TO GATHER AUDIENCE INFORMATION

- 1. First-hand observation
- 2. Second-hand observation
- 3. Data Collection
  - Applications
  - Surveys
  - Questionnaires



## BENEFITS OF KNOWING YOUR AUDIENCE AS A PUBLIC SPEAKER

1. Prevents the speaker from saying something offensive.

2. Helps you to speak in a language that the audience understands. Thus, enabling the audience to retain what is being said.

#### **ACTIONS FOR LEADERS TO KNOW THEIR AUDIENCE**

- 1. Review current data and analytics
- 2. Look at previous successes among your staff
- 3. Conduct surveys and use the data effectively
- 4. Monitor customer feedbacks and engagements
- 5. It makes you and informed and caring leader
- 6. It keeps you relevant and current

### WHAT ABOUT SOCIAL MEDIA?

Connect to users on your social media accounts by:

- Posting and sharing information about what your audience loves
- Ask a question in the post
- Teach your audience how to do something
- Respond
- Be social

By doing these actions, you will create a community of people with similar attributes, and it will be easier to connect to them.

# ONCE YOU HAVE THE INFORMAT ION, USE IT!



Tailor your speech to your audience



Use quotes and statements that are relatable to them



Avoid jokes and comments that may be offensive



Continue to use eye contact as you speak

## **ANY QUESTIONS**

