

# KNOWING YOUR AUDIENCE

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**WHAT IS AN  
AUDIENCE?**

**THE PEOPLE THAT  
COME TO LISTEN  
TO A SPEAKER.**



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## 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

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**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





**HAVE YOU EVER BEEN IN THIS  
SITUATION?**

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# 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





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# **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.

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## **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 an 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 INFORMATION, 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

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**ANY QUESTIONS**

