

One of the basic elements to  
create a good presentation

Know your audience



# The audience...



## Your audience determines...

- ❖ How **specific/technical** your speech should be
- ❖ Which parts of your speech you should **emphasize**
- ❖ Which **words** to choose
- ❖ Which **examples** to use
- ❖ Which/how much **data** to present



## Who is my audience?

- ✧ How many people am I speaking to?
- ✧ How old are they?
- ✧ What do they do for a living?
- ✧ Are they familiar with my topic? How familiar are they?
- ✧ How can I make sure that what I say is of interest to my audience?



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## and further...

- ✧ Is my audience made up of experts or non-experts in this field?
- ✧ This will have effects on my use of:
  - ✧ argumentation
  - ✧ terminology
  - ✧ examples



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www.HelloCrazy.com

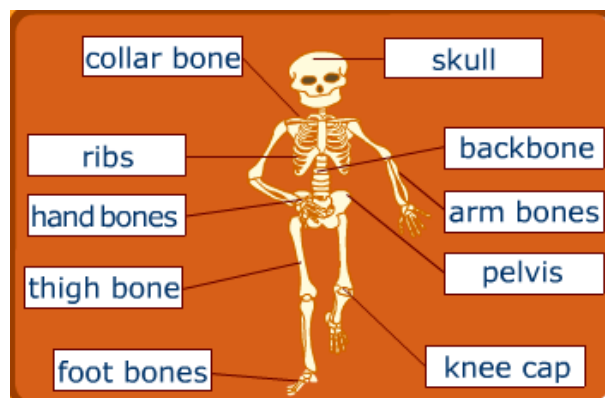
## For example...

- How do you talk about the human skeleton to:
  - Children
  - Adults

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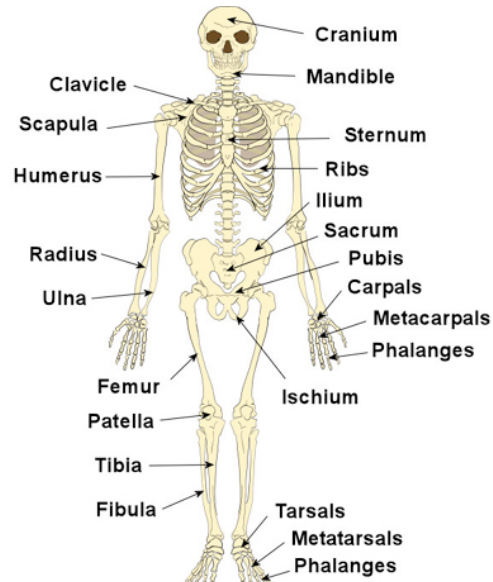
## For example...

Here's the skeleton explained to children



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And here's the skeleton explained to adults



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and remember the basic questions...

✧ Why are they here?

✧ What is it that my audience want to hear from me?

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## Be in synch with your audience

- Presentations **need to be prepared with the audience in mind**
- Presentations **need to be adapted to the audience's reactions.**

What are the non-verbal signals?

- ✓ Interest
- ✓ confused looks
- ✓ distraction,
- ✓ boredom...



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A cute example

<https://www.youtube.com/watch?v=UIYbGWeiet4>

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## Remember...

- ✧ People **process a huge amount of info** every day
- ✧ You need to **make people want to listen to you** and **remember what you say**

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## Two main things

- ✧ **Capture**
- ✧ **Maintain**

your audience attention

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## Think...

✧ **How much time** do you have to capture and captivate people's attention before they tune out completely?

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## Solution

✧ Beginnings must be **strong!**

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## Another cute example

<https://www.youtube.com/watch?v=SwnERfIRVXY>

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## Examples from real talks

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<https://www.youtube.com/watch?v=lqq1roF4C8s>

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**What do these speakers do?**

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## What do these speakers do?

- ✧ Strong unexpected beginnings
- ✧ Trigger people's reactions  
(through laughter, questions...)
- ✧ Spend very first part of the talk  
engaging with the audience

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## So... very important

- ✧ Speak with your audience in  
mind
- ✧ Remember that when you are in  
front of a group of people **you  
are performing**
- ✧ you need to embody the story to  
make it powerful and vivid

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# Remember your goal

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# Remember your goal

- ✧ People need to leave the room with a **impression** of you and a **message**

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Sooooooooo...

- ✧ How are your presentation **endings** supposed to be?

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Answer:

- ✧ Also **strong**
  - ✧ It is the message that people will take home
  - ✧ Connected with the beginning

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## In general...

Remember the **human factor**:

- ✧ People get hungry, thirsty, cold, hot, need to use the restroom, can't see/hear from the distance

## So.....Before your speech

- ✧ Get info about:
  - ✧ **The room** (hot, dark, big, small)
  - ✧ **The acoustics** (good mike, no mike...)
  - ✧ **the timing** (close to lunch/dinner, long sessions...)

So.....Before your speech

**Know** your audience

- ✧ age, habits, desires, attitudes, expectations...

**Aim** your speech to that audience

- ✧ **tone and style** that 'matches' your audience

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Look at the following videos. Are these speakers speaking with an audience in mind?

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