

The audience analyze

Business



ANALYZING THE AUDIENCE Introduction Analyzing the audience is an important aspect for any person preparing for a presentation.

It helps one to familiarize with what to expect during the presentation. One should spend adequate time in analyzing his audience to make sure what he is to present is well received by the audience. A well prepared work given to the wrong audience can be compared to a poorly prepared work. The better you understand your audience, the better you can prepare your work to ensure you meet their needs. There are some important steps in speech analyzing the audience.

Analysis; this involves getting to know the type of people you will deal with and their nature. You should also establish their number to avoid audience frights. In this stage, you can develop some questions for some of the people that will be in the audience. This will give you an overview of the audience.

Interest; this involves finding out why the audience is there, what made them come and who sent them there.

This will help you know what they are expecting from you. They may be expecting a science related subject, and you are not aware. If you skip analyzing the audience and finding out what they expect, you may end up presenting an out-of-topic work which may leave the audience unsatisfied.

Demographics; this involves familiarizing yourself with the age, sex and educational background of the audience. It is a very important part since it helps you to come up with a presentation that the audience can understand. The audience may differ in the way they reason and speak.

Environment; this is the environment of the presentation. You should ask yourself questions such as; will everyone see me where I will stand, will everyone hear me. In so doing, you can equip yourself with all the necessary equipment if need be to avoid frustrating the audience. Needs; this involves establishing what the audience needs to be comfortable during the presentation. It also involves your needs as the presenter, which should go well with the audience.

In this stage, it is also important to establish whether there is any person in the audience who expects has a customized need from your presentation. You should take him into consideration since your objective is to ensure each and every person gets satisfied. Understanding the subject; in this stage, you should research and establish how well the audience understands the subject to be presented. This is a very important step and must be done to ensure there is proper communication from you to them. The vocabularies used should mmatch their knowledge of the subject.

Expectations; this is a very important aspect in audience analysis. It helps you to understand what the audience expects from you. This will help you in preparing what to deliver to the audience. This is a stage that determines whether your presentation will be a success or a flop. If you familiarize yourself with what they expect, your presentation will be successful.

Importance of audience analysis Audience analysis is very important. Some of its benefits include: It helps one to prepare well for the presentation. It helps one to know what to expect and how to deal with it It helps one to know what the audience is expecting and how to deliver it to them It is a key

factor in ensuring a presentation is successful. It gives a person the confidence to present since one already has an overview of the audience and knows what will suit them best.

Conclusion The importance of audience analysis cannot be underestimated. For any presentation to be a success, good and adequate audience analysis is a must. This will help equip the presenter with all the necessary information he needs to know. For any audience analysis conducted, it is important to consider the factors discussed above should be taken in account.