



# **Marketing Analysis and Market Planning**

## **Handout 5**

### **Questions to Determine the Objectives of the Audience**

## Questions to ask to Help Determine The Objectives Of Your Audience

The following questions might be helpful.

- What are they thinking about the subject?
- To be quite basic, how much do they already know about the subject – what is their level of technical interest and understanding? You will have to go into more details and explanations if they are relatively unfamiliar with what you are going to talk about.
- Why would they attend?
- What's in it for them?
- If you try and look through their eyes, would they be attending with an expectation of you which you are not yet prepared for or able to meet?
- How interested would they be in your objective?
- What values do members of your audience hold?
- What is important to them? Be careful if you are trying to transfer a tried and tested presentation into a new type of audience.
- What needs do you believe the audience has?
- What internal political or financial constraints will limit their capacity to get involved with your proposals?
- Do they have a budget to finance the recommendations you are going to make?
- What do they think of you, as a result of previous interaction with you? Is there anything you must make sure to do differently?
- How many will be attending, that is, what size of group will you be addressing and what will the venue be like?