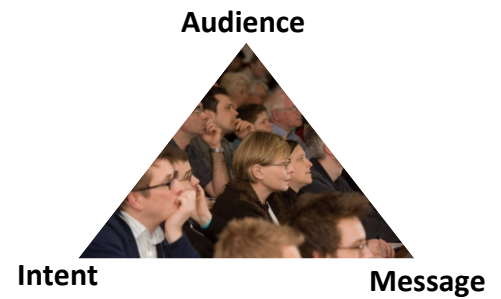


# Presentation Planning Worksheet

Use this worksheet to answer some questions about your audience and see *your* topic from *their* perspective.



## Audience

Consider *demographics, relevance, and environment*. Who is your audience? What is their profession/affiliation/education level/background? How much information will they already have on your topic? How is your topic relevant to them? What is the environment of the room like (attendance, set-up, time of day)? What environment is your audience coming from?

Demographics:

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Relevance:

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Environment:

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## Intent

What action do you want the audience to take after you speak with them? How do you want them to feel?

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## Message

In a complete sentence, what is the primary idea you want your audience to take away from your communication? Limit yourself to one sentence only.

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