

## **Skill 1: Knowing Your Audience**

One of the most effective presentation skills is knowing your audience. Understanding your audience helps you tailor your presentation to their needs, interests, and expectations.

Knowing your audience allows you to focus on the topics that are most relevant to them and speak in a language they can understand. Failure to know your audience can lead to a disengaged and uninterested audience, which can ultimately derail your presentation.

When it comes to delivering a presentation, understanding your audience is essential. Identifying their needs, interests, and expectations can help you tailor your presentation to keep them engaged and interested throughout. Here are some tips to help you better identify and understand your audience:

## 1. Research your audience

Before your presentation, research your audience to understand their demographics, interests, and expectations. This can be done through social media, surveys, or by asking the event organisers for details about the attendees.

## 2. Ask questions

During your presentation, ask questions that engage the audience and help you understand their needs and interests. This can help you tailor your presentation to meet their expectations.

## 3. Analyse non-verbal cues

Pay attention to non-verbal cues, such as facial expressions and body language. This can help you gauge the audience's level of engagement and adjust your presentation accordingly.

## 4. Consider the occasion

The type of event can affect the expectations of your audience. If you're presenting at a formal event, your audience may expect a more polished and structured presentation. On the other hand, if you're presenting at a more casual event, your audience may appreciate a more relaxed and conversational tone.

## 5. Use social media

Social media can be a great tool for understanding your audience. Look for groups or hashtags related to your topic to see what people are saying about it. You can also use social media to ask questions and get feedback from your audience.

Who you are:	
Where you came from:	
Where you are going:	

Hook	
Transition	
Self-intro & Preview	
Benefit	



How to Give a 60  
Second Self-  
Introduction  
Presentation



How to Start your  
Presentation: 4  
Step Formula for a  
Killer Intro



7 Presentation  
Skills to Wow Your  
Audience