

## Knowing your audience

Determining your audience is key to making your event or activity successful. In order to connect with members, you need to understand why the topic of your event is important to them.

Making a meaningful connection with your audience is useful in the long run and will create a community that is passionate about the issue. You can do this by building relationships with them and creating a community of like-minded members, who are passionate about a certain topic.

Once you've identified the topic of your event, you will need to be able to:

- Provide answers to attendees' questions;
- Offer solutions to the related workplace issues they face;
- Give them tools and materials they can use and engage with;
- Offer a meaningful action for them to take.

Identify **WHO** you are talking to in advance of your event.

### **How? Be prepared before your event!**

- ✓ Research in advance – do you know what the trends are of your worksite?
  - Do you know the level of awareness of your intended audience?
  - Are you offering something new?
  - Are there any issues that you know your co-workers will bring up?
- ✓ Be familiar with the room/area layout and visit the location prior to your event.
  - Once you know the size of the space you'll have an idea of how energetic you will need to be and the kind of meeting you can have.
  - Determine how many people you will need to fill the room.
  - Note any supplies you'll need to bring or have ready before guests arrive.
- ✓ Determine what kind of visual aids or interactive components will be the most effective during your presentation.
  - Do you have a PowerPoint presentation or other materials for them to view?
  - Will you provide a follow up Q&A for feedback?  
How will you facilitate discussion or interactive activities?

***\*\*Tip – Use the Feedback Form in order to prepare for your next event!***