



# Audience Impact Worksheet

## Contact information

Organization:

Organization Website:

Contact person:

Role/Title:

Phone #:

Email address:

## Event information

Event date:

Event time:            Begin:                            End:

My slot:                Begin:                            End:

Approximate number of people attending:

Approx percentage of female and males in audience: F \_\_\_\_\_%    M \_\_\_\_\_%

Approx age range:    \_\_\_\_ -- \_\_\_\_

Are there any language or literacy barriers?            If so, what percentage?

How would you prefer I dress?    Casual \_\_\_\_    Business Casual \_\_\_\_    Business \_\_\_\_

What are the key social media references and hashtags for...

- this event:
- your company or organization:



# Audience Impact Worksheet

## Technical information

Who is in charge of providing AV and room-set up requirements?

Name:

Phone:

Email:

What aspect ratio do the slides need to be in? \_\_\_\_\_ 4x3 \_\_\_\_\_ 16x9

How will the room be set up? Rounds \_\_\_\_\_ Theater Style \_\_\_\_\_ Classroom Style \_\_\_\_\_

*(Please note: Theater-style seating is preferred, if possible. Please avoid a wide center aisle which eliminates the best seats ("center orchestra"); two aisles down the sides is best. When possible, please minimize the distance between the stage and audience -- preferably less than 10')*

## Your Organization

- What is the vision, mission statement and values for your organization?
- What is the title and theme of your conference or event?
- What impact do you want this presentation to have on the audience?
- General job/organization responsibilities of attendees:
- What would you like the attendees to be feeling, saying or thinking as they leave the room after my presentation?

