

Audience Impact Worksheet

Contact informa	ation					
Organization:						
Organization Websi	te:					
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 pref	້ er l dress? Cas	sual	Business Casua	I E	Business	
What are the key social media references and hashtags for…						
• this event:						

your company or organization: ٠



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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?4x316x9	

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 <u>as they leave the</u> <u>room after my presentation</u>?



Audience Impact Worksheet

- What are the key challenges currently experienced by your organization or industry?
- Who are your key competitors?
- What keeps the people in your audience up at night? What are their concerns/fears/sources of stress?

• What is the stereotype or cliché for your industry? What's the mistaken public assumption, cliché or stereotype for your audience/industry/company?

Looking forward to a memorable event...

Thank you for the opportunity to serve you and your organization.