

Get to Know Your Audience

- Are they colleagues? Experts? Nonprofessionals?
- How big is the audience?
- Will prominent personalities, press and/or other media be present?
- Are there non-native speakers in the audience? If so, will you need to make changes to your presentation?
- Is your audience already familiar with your topic?
- Are there any audience members needing individual attention? For example, reserved seating or an extra announcement?
- Are there audience members with special needs? If so, do they any have specific requirements?

Presenting Abroad:

- Is it possible to present in the local language?
- Are there any cultural norms that should be taken into consideration?
- What is the conventional way to give a polite, but not too formal, greeting?
- Will a translator be needed? And if so, is one available?

Media Presence:

- Is media presence desired or needed?
- Will there be a language barrier?
- Should internal communications be involved?