

# The Better Speaker Series

TOASTMASTERS  
INTERNATIONAL®

## Know Your Audience



# Who Will Be In My Audience?



- Age range
- Male / female ratio
- Occupational and economic status
- Educational background
- Political orientation
- Leisure activities

# Who Will Be In My Audience?

- When and where will I be speaking?
- What do they want to hear?
- Why are they listening?



# Audiences listen to be...

- Informed
- Trained
- Persuaded
- Entertained



# Know Your Audience...

**Before they arrive.**

