



## Lead the PAC (Purpose-Audience-Context)?

**SPEAKING PURPOSE:** \_\_\_\_\_

- What do you want your audience to know, believe, or do as a result of your presentation?

AUDIENCE ANALYSIS	
Who is your <b>target audience</b> ? <ul style="list-style-type: none"> <li>• Who do you most need to impress?</li> <li>• What is their relationship to your topic?</li> <li>• Are they attending by choice?</li> </ul>	
What are your audience's <b>expectations</b> for your speech? <ul style="list-style-type: none"> <li>• What do they hope to gain from presentation?</li> <li>• What benefits might they get as a result of your speech?</li> </ul>	
What <b>knowledge</b> does your audience have or need to have? <ul style="list-style-type: none"> <li>• Do they know your organization, terms and offerings?</li> </ul>	
What is your audience's <b>attitude</b> toward you and your message? <ul style="list-style-type: none"> <li>• Are they receptive, favorable, neutral, apathetic, or hostile?</li> </ul>	
What are your audience's <b>areas of resistance</b> to you, your goal, or message? <ul style="list-style-type: none"> <li>• What obstacles, biases, or experiences must be addressed?</li> </ul>	
CONTEXT	
What is the <b>timing</b> of your presentation? <ul style="list-style-type: none"> <li>• How long are you expected to speak?</li> <li>• What will be occurring prior to your presentation and after?</li> <li>• What time of day will you be speaking?</li> </ul>	
What is the <b>physical setting</b> of the location? <ul style="list-style-type: none"> <li>• Are there potential distraction/obstructions to worry about?</li> <li>• How many people will be present?</li> <li>• What technology is needed (mics, projectors, computers)?</li> </ul>	
What is the <b>tone</b> of the event? <ul style="list-style-type: none"> <li>• Is the situation formal or informal?</li> <li>• How should people feel at the end of your presentation?</li> </ul>	