# How can you find out?

## Audits

## Interviews

## Focus groups

## Past impressions

## Surveys

# What are their expectations?

## What is their current knowledge level?

## How much more information do they want?

## What do they need to get from the presentation?

# Are you believable?

## What is your expertise?

## What is your rank?

## Do you share common ground?

## Do you have goodwill with the audience?