Questions to consider when determining who makes up your audience:

* What is the audience's involvement with project? (Why do they care and how will they be affected by the project's success or failure?)
* What is their disposition? Are they in favor of/neutral/against the project? Why?
* Do they have any direct participation in the project (e.g. Are they helping you reach the goal?)
* How old are they?
* How will you build credibility with this audience?
* What kind of sources could you cite to impress them?

**A** udience - Who are they? How many will be there?

**U** nderstanding - What is their knowledge of the subject?

**D** emographics - What is their age, sex, educational background?

**I** nterest - Why are they there? Who asked them to be there?

**E** nvironment - Where will I stand? Can they all see and hear me?

**N** eeds - What are their needs?

**C** ustomized - What specific needs should you address?

**E** xpectations - What do they expect to learn or hear from you?