

# Facilitation Audience Preparation Guide

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Knowing your audience is a key part of facilitating. It doesn't matter how great the conversation is if your audience isn't interested. Use the worksheet below as a guide to help you research your audience and prepare for your conversation.

Who is your audience?	
What is your connection to the audience?	
What is their connection to the guest(s)?	
Why is this guest someone who is in conversation with this audience?	
What may be the concerns of the audience?	
Who gathered this audience?	