



Knowledge to lead

## Conducting an Audience Analysis

### Guidelines

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Conducting an audience analysis requires the identification of specific characteristics related to demographics, interests, knowledge, learning needs, and learning expectations - the who, what, where and why one can find in the [audience analysis model](#).

To prepare an audience analysis:

- **Define the background of the audience** determining the social situation (who) and the subject knowledge level (what).
- **Identify characteristics of the audience** considering demographics (who and what), interests, needs, and expectations.
- **Consider the environment** that is surrounding the audience (where).



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## Audience Analysis Model

ACRONYM	KEY WORDS	QUESTIONS TO ASK
<b>A</b>	ANALYSIS	<b>Who</b> is the audience?
<b>U</b>	UNDERSTANDING	<b>What</b> is the audience's knowledge of the subject?
<b>D</b>	DEMOGRAPHICS	<b>What</b> is their age, education background, etc.?
<b>I</b>	INTEREST	<b>Why</b> are they attending your training session?
<b>E</b>	ENVIRONMENT	<b>Where</b> will the training session take place?
<b>N</b>	NEEDS	<b>What</b> are the audience's needs associated with your training session?
<b>C</b>	CUSTOMIZATION	<b>What</b> specific needs/interests should you address related to the specific audience?
<b>E</b>	EXPECTATIONS	<b>What</b> does the audience expect to learn from your training session?



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