Who's Your Audience?

There is no such thing as "the general public." What does that even mean?! The public is young and old. Black and white . . . and a multitude of beautiful shades in between. Some of the public love highly interactive, hands-on events. Others are introverts who like listening to smart people talk about smart stuff. The public may be able-bodied or disabled, a parent with young kids or a new empty nester, a 2nd shift worker or a student. You want to design a welcoming event for all, but also need to think about the specific traits and needs of your target audience.

Audience

List 5 traits, values, and/or needs of your audience. (Think about demographics, but also learning preferences and social needs.)

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How do these traits, values, and/or needs influence your event logistics, venue choices, and marketing strategy? Give this some thought. After all, designing a fall family event for a Tuesday evening might work for your schedule, but it's not going to work for most parents. An interfaith event that ignores non-Christian holidays and is scheduled during Rosh Hashanah or Diwali will do more harm than good.

Think/Feel/Do

Got a better idea on who you are designing for? Good! Now list one thing you want the audience to

- Think:
- Feel:
- Do:

Design Elements

The above will not happen unless you intentionally plan for it. List 3 specific design elements you will integrate into your event to help your audience think/feel/do the above. (EX: I want the audience to talk to someone they don't know. I will design at least 3 "turn and talk" moments into the event so they can connect.)

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Know the flow.

Creativity is important in event design. So is thinking through all the details. Put yourself in your audience's shoes. If you've designed the most amazing experience possible, but no one knows where to park or what entrance to use, will they be primed to learn and engage when the event begins?

Try to imagine everything they will need – from beginning to end – so that the experience you have created for them will be success.

- Where should people park? Include this in the confirmation materials.
- Do access barriers exist for people with disabilities? How can you be more accommodating?
- How have you set up the physical space? Are sight lines and sound quality good?
- Will people be greeted upon arrival?
- How can you make people feel comfortable? Not only physically, but made to feel welcome?
- Is your introduction short & concise so that folks can get to the good stuff?
- Will you encourage and collect feedback?