

# Know your audience

## Key points

An important part of audience development is to start a conversation with your audiences

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This is important because you are not your audience

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Learn directly from your audience who they are. Ask them how are we doing? Are you still enjoying what we offer? Are we meeting your needs? Are you growing alongside us? What can we do better?

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Asking for feedback demonstrates to your audience that you care, are listening, and interested in their experience

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To do this you need feedback channels

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These can be easy and low cost ways to give you valuable information

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Hold the feedback against your vision and values, and be strategic about where you put your energies and what you can actually achieve

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Waiho i te toipoto,  
kaua i te toiroa  
Let us keep  
close together,  
not wide apart

## Useful questions

What are my/our assumptions about my/our audience?

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Who is my/our current audience?

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What do they like?

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What don't they like?

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What are their barriers to attendance?

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What do I/we want to know?

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If I/we knew the answer, would I/we act on it?

If not, then maybe this isn't the right question

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What impact do I/we want to have, and on who?

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What improvements do I/we want to see and why?

Ideally this will also connect with your overall vision

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How can my/our audience best give feedback?

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