



Facilitator Module 2 Audience Assessment

Materials

- Reference Sheet: Audience Assessment

Preparations

Review facilitators' presentation notes below prior to the session.

Time

20 minutes

Description

This is a plenary or regional presentation on Audience Assessment. The aim of this presentation is to explain to participants how to identify primary and secondary audience and to assess their audiences' level of knowledge/attitude to their advocacy objective.

Instructions

- Introduce the resource person to the group (Optional).
- Go over the outline of the presentation to the participants.
- Refer participants to **Reference Sheet: Audience Assessment** to follow along and take notes.

TIPS FOR FACILITATOR:

If done in a plenary, participants can examine a WITNESS video case study or a participant's case study prepared in advance.

Alternatively, the same can be done in small regional groups or thematic groups, looking at either a pre-existing case study or an audience needing to be assessed for a Video Action Plan in development.

FACILITATORS' PRESENTATION NOTES:

Outline

1. Why focusing your audience choices is important
2. Strategies for understanding your audience:
 - By decision-making capacity and authority
 - By attitude: proponents, fence-sitters and opponents
 - By level of awareness/knowledge
 - By level of concern/commitment
3. WITNESS audience assessment example

(See **Reference Sheet: Audience Assessment** for notes on the presentation)

