

WORKBOOK 2.2: TARGET AUDIENCE ANALYSIS ACTIVITY



Purpose: The purpose of this activity is to determine the target audience who will attend the training course.

Duration: 25 minutes(15-preparation; 10-discussions)

Group composition: Individual

Debrief: Large Group Discussion

Equipment: None

Directions: Working individually, complete the target audience analysis by answering the questions below.

1. Who will be trained?	List job titles.
2. How many individuals need to be trained?	
3. What are their experiences related to this course?	
4. What are their levels of expertise?	☐ Novice Performer ☐ Intermediate Performer ☐ Accomplished Performer
5. What knowledge and skills do they possess before beginning the course?	List the knowledge and skills.
6. What unique job needs or requirements do these individuals have?	Describe any unique job needs or requirements.
7. How motivated are they to attend training?	☐ Not motivated ☐ Neutral ☐ Motivated
8. What do they expect to gain from attending this course?	

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