

Audience Needs Template



Who I AM (Audience Type)	What I WANT (What do they need?)	Why BECAUSE / Motivation	How I WILL (Methods to get what they need)	Where CHANNEL	When DATE / TIME
Learner	<ul style="list-style-type: none"> • New information • See and test equipment • Find a solution • Keep up to date on trends • Network for ideas 	<ul style="list-style-type: none"> • Promote Research • Find Grants • Get Published 	<ul style="list-style-type: none"> • Attend sessions • Lead a panel • Volunteer for peer review 	Annual Event	March 10-14
				Magazine Special Issue	June 1
				Webinar Series	Quarterly
Connector	<ul style="list-style-type: none"> • Build relationships • See specific companies • Find old friends • Keep up to date on trends • Network for future jobs 	<ul style="list-style-type: none"> • Make Money • Save Money • Mitigate Risk 	<ul style="list-style-type: none"> • Make appointments • Discovery on the show floor • Attend parties • Recommendations in show app 	Annual Event	March 10-14
				Member Meetups (digital)	Monthly
				Regional Member Meetup (in-person)	October
Exhibitor	<ul style="list-style-type: none"> • Show off new products • Garner leads • Make announcements / press • Continual relationship building • Competitive intelligence • Network for business 	<ul style="list-style-type: none"> • Brand Awareness • Make Money • Sell Products 	<ul style="list-style-type: none"> • Make appointments • Find and connect with potential buyers • Promote products on show floor • Spotlighting in show app • Competitive shop 	Annual Event	March 10-14
				Add in special issue	June 1
				Host Regional Member Meetup	October

Channel Planning Template



Channel Planning

- **Get Organized**
 - List out the main content you offer
- **Identify 5 Channels**
 - What are 5 delivery channels
- **Identify 5 Audiences**
 - Who are your primary targets?
- **Identify Jobs to be Done**
 - What do they want?
- **Plan Out Your “Season”**
 - Quarterly blocks
 - What are the stories?
 - Who is the talent?
 - What are the budgets?
- **Use Data**
 - Track back and track forward
- **Find Efficiencies**
 - Submit videos of abstracts
 - Create templates
 - Use tools