

AUDIENCE PERSONA

Stakeholder Group: _____

Name: _____



Indicative Quote:

Age:

Location:

Knowledge of your event:

Questions about your event:

Motivations:

Pain points and challenges:

What **actions** do you want this audience to take based on the information you share?

What kinds of **data stories** would resonate with this audience?

Where does this audience **access information** when they want to learn about events like yours?