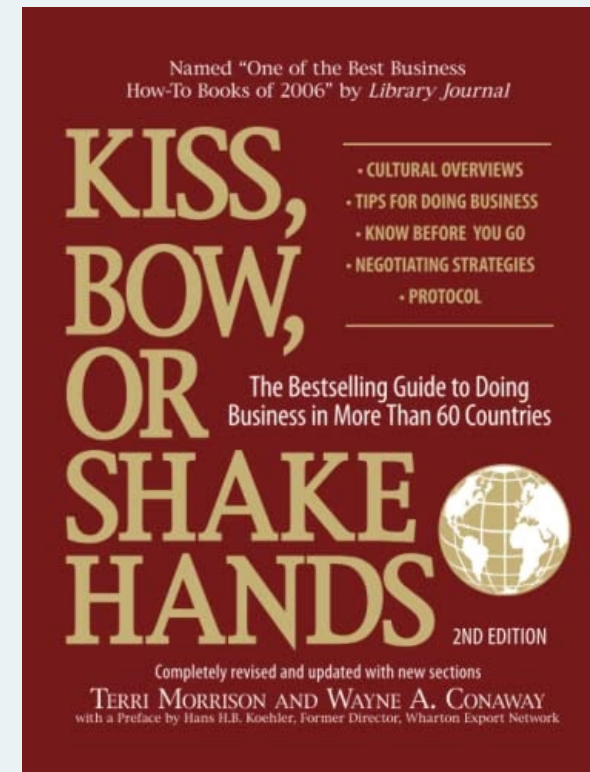


#9

Incorporating International Audiences

Before presenting, be sure to research your audience.

- What cultures and backgrounds are represented in your audience? Audience reactions may differ.
- Use references and examples outside of your culture.
- Convert numbers to metric.
- Avoid colloquial expressions, jargon, acronyms, sports metaphors, and humor.
- Quote someone from the audience's culture.
- Double check graphic symbols and colors for meaning.



Check It Out!

[TEDx Southbank - 1 Minute Pitch Winner - Joseph Knox Wheeler](#)