Preparation for the meeting

✓	**Analysis of the target group**	✎
	How many participants will come?	
	Who has come to see me? • Occupational category • Education • Experience • Experts • Laypeople • Sympathy, antipathy • Ages • Places of origin • Biases	
	What is the attitude of the people? • pro – neutral – contra • positive – open – sceptical	
	What interests do they have? • What is important to them? • What is not important to them? • What do they want to hear from me?	
✓	**Topic of conversation**	✎
	• Define content • Set priorities	
	Objective and message • What are the objectives of this meeting? (Overall objectives) • What is the minimum I want to achieve during the meeting? (Minimum objectives) • What are my specific messages to them?	
	Questions for me • Worauf kommt es mir an? • Welche Herausforderung stellt dieses Gespräch für mich dar? (in Bezug auf die unterschiedlichen Voraussetzungen in der Gruppe, komplexer Sachverhalt, heikle Botschaften ...)	
✓	**Rhetorische Mittel**	✎
	• Theses • Arguments • Facts • Statements • Examples • Comparisons • Conclusions • Highlights • Relief	
✓	**Visual and technical aids**	✎
	• Projector • Flipchart • Models • Overhead projector • Documentation • Writing materials	

✓	**Plan of action**	✎
	• Partial-steps, partial-objectives • Place, time and duration (allow sufficient time) • Preliminary information from the other side • Documents (to be sent in advance or distributed at the meeting) • Determine seating arrangements	
	• Opening • Order, main points • Questions • Possible objections • Appoint a minute-taker	
✓	**Steps**	✎
	Getting started • Welcome, introduction to the topic, motivation • Objective, meaning and purpose of the meeting • Introducing the participants	
	Plan for the session • Provide a good environment (sufficient space, drinks, peace, air, light) • Pay attention to the quality of the discussion (listening, letting the speaker finish, giving feedback) • Appropriate length of meeting, take breaks • Timing of the discussion/session (presentations, discussions, workshops, etc.)	
	Conclusion of meeting • Conclusions • Summary • Next steps • Agreements	
	Positive conclusion, thanking, closing remarks	
	Follow-up • Keep promises • Send minutes	