



An audience through expectation

h2. Potential audience

We recognise that in many cases you will have audience members who have not chosen to attend your HMD activity, such as in a school, place of work or as a dignitary attending through obligation. Don't worry, there are still many ways to make your activity resonate with them.

h2. Characteristics

- * haven't chosen to attend
- * are not engaged with HMD
- * may not see the relevance of HMD

h2. Ideas

- * make a very clear justification of why HMD is important to them. [Find a link](#)
- * use different ways to communicate your message. Use [film](#), [presentations](#), [podcasts](#) and [speakers](#)
- * involve your audience – ask questions, use ice-breaking activities
- * keep it simple – give demonstrable ways in which the lessons of the past can [inform their lives today](#)

h2. Your actions

- * visit our [education website](#)
- * view our [survivor stories](#) and [film](#) and consider what will be the most relevant for your audience
- * find as much [planning time](#) as you are able to