

PERSONA TEMPLATE

Use this template to develop personas, which represent your core attendees and stakeholders. We recommend creating up to 5 personas, which should be continuously developed and refined with real event data.

Persona Name

Photograph

Personal details

Age:

Location:

Gender:

Family:

Career

Job title:

Salary:

Organization:

Decision making power:

Size. Customers. Purpose

Chain of command. Who do they report to? Who reports to them?

Typical working day/week

How much time and disposable income do they have?

Background Information

Struggles:

Barriers:

Fears:

Goals:

Pain points:

Content

How do they consume content?

What social media do they use?

Which devices do they use to access content?

Influencers

Who are their key influencers?

Who do they listen to the most?

Triggers

Main motivations in terms of attending the event:

What your event can give that will offer them true value:

Core messaging:

Specific event elevator pitch for this attendee