

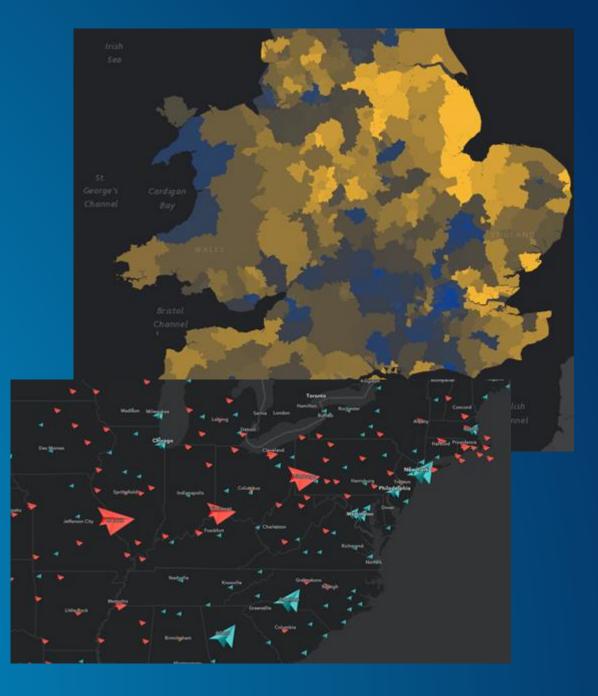
Makeover Series: **Transform Your Web Map**

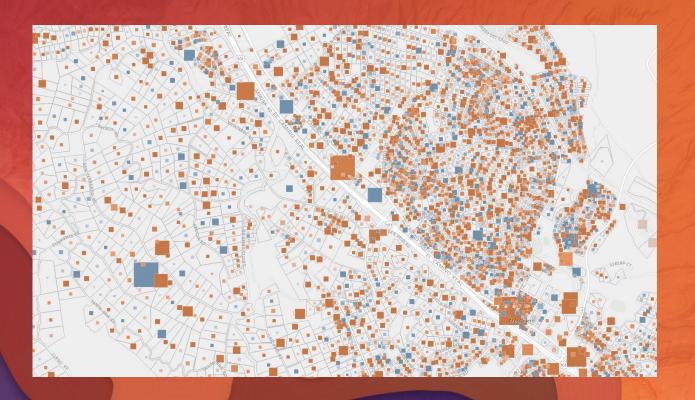
Jim Herries 😏 @jherries

Who is Your Audience?

Why audience matters Subhead Here

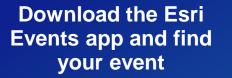
- Every story has an audience. If you define your audience at the start, you're more likely to deliver the information that audience can relate to.
- Knowing your audience can reduce your workload. You don't have to explain everything to everyone if you choose which story to tell to each audience.
- View yourself less as a cartographer and more as a producer, whose job is to attract an audience and deliver what they need to them.





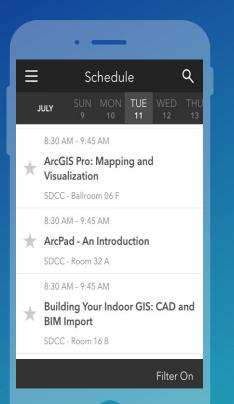
Examples

Please Take Our Survey on the Esri Events App!

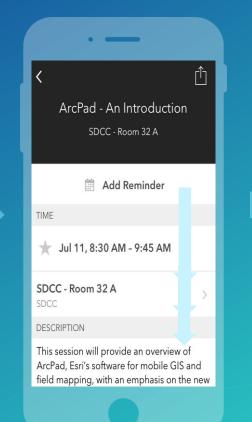




Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"

