

# 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**