**Know your audience**

Why has the audience been brought together?

To inform them of new and innovative technology, equipment and products to restore, prolong and repair Cuban infrastructure and historically significant structures.

What do the members of the audience have in common?

They are involved in the operations, installation, restoration, and/or construction of Cuban infrastructure or historical structures.

How big will the audience be?

25-50 persons

What do they know and what do they need to know?

They know that the root cause for the deterioration of Cuba’s infrastructure and lack of is due to an illegal, inhumane embargo against the people of Cuba. They also know that without the help of the Americans, restoration of the island’s infrastructure and quality of life is not on the horizon.

Aurelio and I care and my family cares about Cuba. We are not here to take care of you or take advantage of you. Nor are we here to fix your infrastructure. We are not here to fix your infrastructure.

There are presently American, Chinese, Japanese, German, Mexican, Russian, and Italian companies here in Cuba. But Caterpillar cannot rebuild your country, AT&T cannot rebuild your country, Monsanto cannot rebuild your country, John Deere cannot rebuild your country. But Lily Corporation and Lincoln Company and Cuba Infrastructure Restoration CAN. But we did not come here to rebuild your country for you. And we are not going to rebuild your country.

YOU are going to rebuild your country. We are here to give you the tools, the training, the technology, the equipment, the products to rebuild and restore your country and I need your help.

Do they expect discussion about a specific subject, and if so, what?

We will send out a flyer with their initiation outlining topics for discussion. Infrastructure restoration.

What is the audience’s attitude and knowledge about the subject of my talk?

There is a high intent and need for the topics of discussion, their knowledge is very limited.

What is their attitude toward me as a speaker?

 Skeptical, not trustworthy, intrigued

Why are they interested in my topic?

There is a great need, high interest in the technology. It can benefit all facets of infrastructure, restoration, and new construction.

**Choose a Core Message**

I sincerely care about the people and importance of restoring the infrastructure, restoration and prolonging historically significant structures.

The training will take an unskilled construction laborer and give him the skills, experience and knowledge comparable of the most skilled of American labor. This is 2018 technology, there is no further advanced technology in the world. I will teach you to use it, understand it, and the benefits of it.