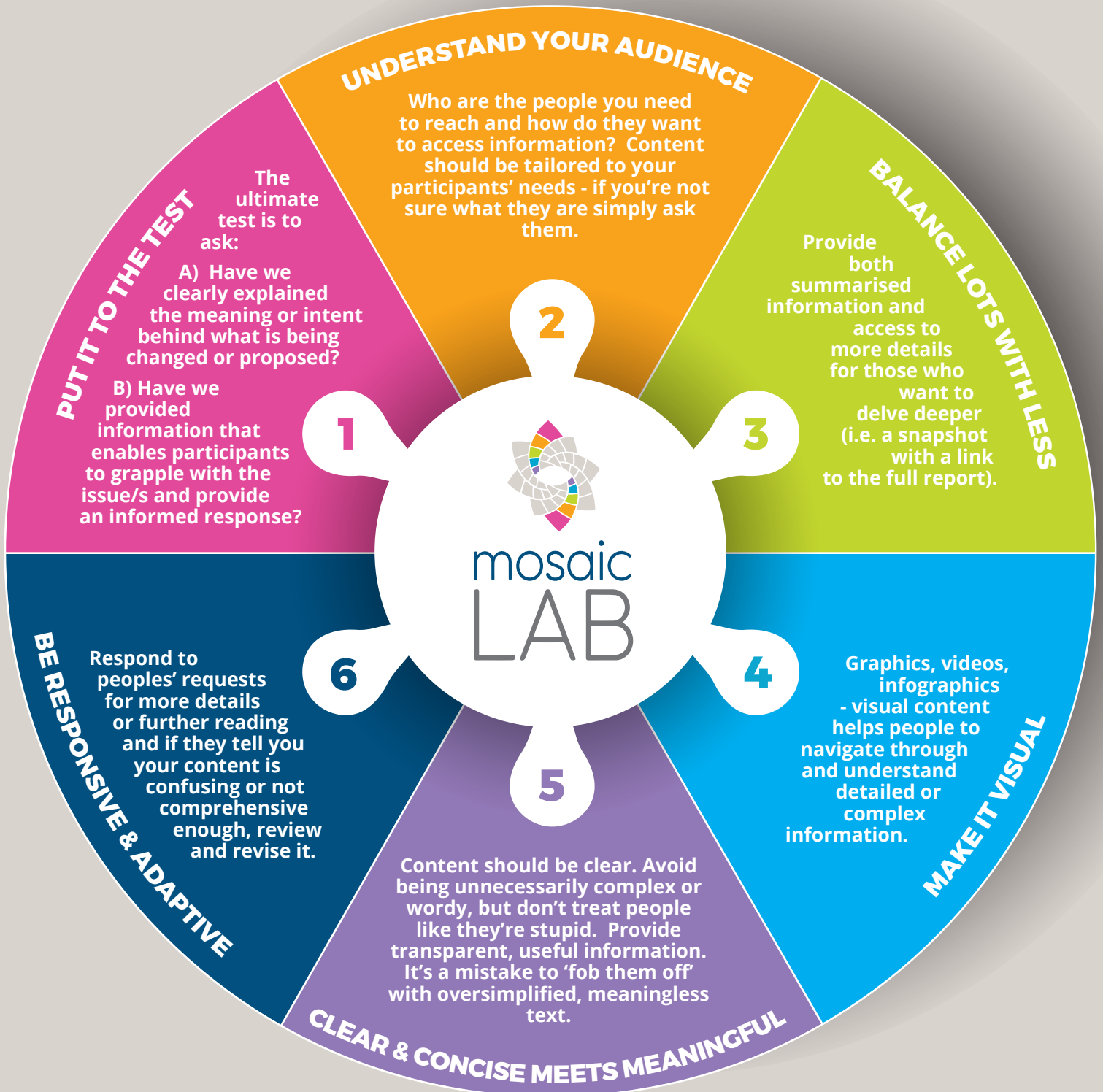# GETTING IT RIGHT

6 TIPS FOR PROVIDING INFO TO PARTICIPANTS

What information do I provide at what level of detail?

Too short? Too long? Too detailed? Not enough depth?

It's tricky getting the balance right.

Here's a few tips that might help you to hit the mark.

UNDERSTAND YOUR AUDIENCE

2 Who are the people you need to reach and how do they want to access information? Content should be tailored to your participants' needs - if you're not sure what they are simply ask them.

PUT IT TO THE TEST

1 The ultimate test is to ask:

A) Have we clearly explained the meaning or intent behind what is being changed or proposed?

B) Have we provided information that enables participants to grapple with the issue/s and provide an informed response?

BALANCE LOTS WITH LESS

3 Provide both summarised information and access to more details for those who want to delve deeper (i.e. a snapshot with a link to the full report).

MAKE IT VISUAL

4 Graphics, videos, infographics - visual content helps people to navigate through and understand detailed or complex information.

BE RESPONSIVE & ADAPTIVE

6 Respond to peoples' requests for more details or further reading and if they tell you your content is confusing or not comprehensive enough, review and revise it.

CLEAR & CONCISE MEETS MEANINGFUL

5 Content should be clear. Avoid being unnecessarily complex or wordy, but don't treat people like they're stupid. Provide transparent, useful information. It's a mistake to 'fob them off' with oversimplified, meaningless text.

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