

Training—A Museum Presentation

Time

30 minutes

Materials

- *A Museum Presentation* videos (*How NOT to Interact with Visitors*, and *How to Interact with Visitors*)
- Copies of this training worksheet for participants (optional)
- Pens for jotting notes
- *Tips for Engaging Visitors* worksheet

Training overview

1. Watch *A Museum Presentation: How NOT to Interact with Visitors*.
 - While you watch, note things that the presenter could have done better during this visitor interaction.
2. Watch *A Museum Presentation: How to Interact with Visitors*.
 - While you watch, note things that went better in this visitor interaction.
3. Review elements of a successful visitor interaction.
 - See the second page of this document for some of the things you may have noticed while watching the videos.
 - Refer to the *Tips for Engaging Visitors* worksheet.



Notes

A decorative graphic in the bottom right corner of the page, consisting of a network of green circles (atoms) connected by thin lines (bonds), forming a complex, branching molecular structure.

How NOT to interact with visitors

Before the interaction:

- The presenter was distracted and made no effort to engage the visitor.
- The materials weren't organized and ready to use.

At the beginning of the interaction:

- The presenter didn't greet the visitor warmly or make him feel welcome.
- The presenter seemed unprepared to lead the activity.
- The presenter didn't provide a "hook" or interesting entry point to the activity for the visitor.

During the interaction:

- The presenter did a lot of talking before the visitor had a chance to try anything.
- The presenter scolded the visitor for doing the activity "wrong," and then did it herself.
- The presenter revealed what was going to happen, instead of letting the visitor find out.
- The presenter brushed aside the visitor's question.
- The presenter interjected her opinion, instead of letting the visitor make up his own mind.

At the end of the interaction:

- The presenter suggested the visitor could learn more by searching on the internet, but didn't offer a good place to start exploring.
- The presenter left the visitor standing at her station with no suggestions of what he might do next in the museum.

How to interact with visitors

Before the interaction:

- The presenter was inviting and made it clear she was available to help the visitor.
- The materials were ready and laid out.

At the beginning of the interaction:

- The presenter greeted the visitor and made him feel welcome.
- The presenter was prepared to lead the activity.
- The presenter provided a "hook" by asking if the visitor used sunblock.

During the interaction:

- The presenter provided a brief introduction to the science content (the sunblock ingredients) and then let the visitor start the hands-on activity.
- The presenter gave clear instructions for the activity.
- The presenter asked a question that helped the visitor observe what happened (the sunblock rubbed in and the ointment didn't).
- The presenter explained what happened using appropriate language.
- The presenter provided more information in response to the visitor's questions.
- The presenter didn't interject her opinion.

At the end of the interaction:

- The presenter provided the visitor with a trusted website to explore in order to learn more.
- The presenter suggested other activities the visitor could do at the museum that day.



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