

## **A WELL-CRAFTED TOUR**

Steps to presenting an informative and enjoyable experience for Bowers Museum visitors

### **WELCOME**

Greet your visitors with a warm welcome and introduce yourself.

Build rapport. *Have you been here before? Where are you from?*

Check for special needs, disabilities or time constraints and adjust your tour, as needed.

### **INTRODUCTION**

For traveling exhibits, credit the originating museum (e.g., The British Museum, The Shanghai Museum).

Note any other interesting facts. For example, Bowers Museum developed the exhibit and it will travel to \_\_\_\_\_.

Include a few facts regarding the history of Bowers Museum.

Inform visitors of the length of the tour and how the exhibit is organized.

### **THE TOUR**

State your theme as a complete sentence.

The theme allows you to unify artifacts within a particular perspective.

Know what you expect Bowers Museum visitors to gain from your tour.

Select appropriate artifacts.

Your selection of artifacts should support your theme and include significant pieces.

Hook your audience by placing the artifacts within their cultural contexts.

Remember that less is better. Don't overwhelm visitors.

Use a variety of transitions that pique interest and make visitors want to move to the next place.

Review artifacts that the group has seen and connect them to artifacts to come.

Review concepts that you've discussed, restating your theme from time to time.

### **CONCLUSION**

Restate your theme and review your main points.

Extend an invitation for visitors to return to Bowers Museum. Mention upcoming exhibits, events and lectures, and encourage Museum membership and its advantages.

### **TOURING TECHNIQUES**

Keep in mind the different ways people learn and what you can expect at different age levels.

Change your methods of speaking and vocabulary when necessary.

Use open-ended questions to encourage your visitors to participate. Remember, all of us retain more when we are involved.

Find a "cultural universal" that links us to people and cultures of both the past and present, e.g., the art of adorning, the power of art, ceremony and ritual, and myths.

Compare and contrast artifacts.

Use the Interactive Learning Station, or carry an object in a pouch, for a hands-on experience.

Tell a short story that helps to explain a concept or provides insight.