



CONSULTING SERVICES

Let us transform your vision into a visitor experience that will *educate*, *inspire* and *entertain*.

Through the operation of our own Science Centers and on-site attractions and businesses, we have an acute understanding of visitors' needs, expectations, and what it takes to consistently deliver outstanding visitor service.

We will share with you our expertise in the areas of:

- conceptual and program development
- business planning
- feasibility studies
- strategic master plans
- operating plans
- interpretive staff training
- formal evaluation of exhibits and experiences
- educator guides for films and exhibits
- marketing plans



CONSULTING SERVICES

Characteristics and Standards of *Excellence for Visitor Engagement in* Science Centers and Museums

Course Title:

Characteristics and Standards of Excellence for Visitor Engagement in Science Centers and Museums

Course Description:

The goals of this course are to: 1) develop front-line interpretive staff to significantly increase visitor engagement beyond simply answering questions; and 2) teach science center staff the basic principals for developing excellent exhibitry that engages visitors on a variety of levels and elicits desirable learning behaviours.

Throughout the training, participants will learn the behaviours and expectations that will be key in the pursuit of delivering excellent science and service to your visitors. They will learn how to encourage a deeper level of understanding and engagement to stimulate visitors to ask more questions and seek out the answers themselves.

Using scenarios, presentations, case studies and other tools, participants will be equipped with practical strategies to engage visitors of all ages and truly create an environment that visitors will remember.

Course Objectives:

1. Interpreter Standards of Excellence
 - 1.1. Ambassador
 - 1.2. Scientist
 - 1.3. Entertainer
 - 1.4. Initiator
 - 1.5. Caretaker
 - 1.6. Troubleshooter
2. Characteristics of Excellence for Exhibitry
 - 2.1. Real Science
 - 2.2. Tools
 - 2.3. Exhibit-Tree
 - 2.4. Fun
 - 2.5. Comfort
 - 2.6. Learning
3. Introduction to the Visitor Engagement Framework
 - 3.1. Understanding and Identifying Learning Behaviours
 - 3.2. Applying the Visitor Engagement Framework

Proposed Agenda for:

Characteristics and Standards of Excellence for Visitor Engagement in Science Centers and Museums

DAY	PROGRAM GOAL
1	AM: Understanding the Mission, Service Theme and Visitor Experience Philosophy of Client PM: Introduction to the Standards of Excellence for Interpreters
2	1. Understanding the Interpreter Standards of Excellence: 1.1 Ambassador 1.2 Scientist 1.3 Entertainer
3	1. Understanding the Interpreter Standards of Excellence: 1.4 Initiator 1.5 Caretaker 1.6 Troubleshooter
4	2. Understanding the Characteristics of Excellence for Exhibitory 2.1 Real Science 2.2 Tools 2.3 Exhibit-Tree 2.4 Fun 2.5 Comfort 2.6 Learning
5	3. Understanding the Visitor Engagement Framework 3.1 Learning Behaviours 3.2 Visitor Engagement Framework



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Exhibits, Education and Business

Course title: Science North: Exhibits, Education and Business

Consulting Team:

Director, Business Development and Client Services
Science Director
Director, Education and Northern Programs
Senior Manager, Dynamic Earth
Senior Scientist, Science North
Senior Scientist, Informal Education Programs
Senior Scientist, Science Initiatives
Senior Scientist, Education
Senior Manager, Marketing
Senior Manager, International Sales
Senior Producer
Senior Scientist Travelling Exhibitions

Course Description

The goal of this course is to familiarize participants with all aspects of exhibit and program development and implementation as well as many aspects of science centre operations. The course structure ensures that they have the opportunity to learn the theoretical foundations and best practices from key members of Science North's staff team. This will be complemented by valuable practical experience as they participate in camps, workshops, events and exhibit development exercises throughout Science North, Dynamic Earth.

Course Objectives

1. Exhibits and Visitor Experiences: Development, design and implementation:

- 1.1 Science North Vision, Mission and Visitor Experience Philosophy
- 1.2 Exhibit Design and Development for small to medium size interactives, large permanent exhibits, travelling exhibits
- 1.3 Media development in exhibit settings: video, music, graphics and other media components

2. Educational programs: Building relationships, developing and delivering quality high quality programs

- 2.1 Education and Northern Programs management for outreach and onsite programs
 - Building and maintaining stakeholder relationships, marketing and public relations.
- 2.2 Education program development process and including on-site school and teacher programs, camps, community and school outreach initiatives.

3. Business Development:

- 3.1 Revenue management for on site businesses - gate revenue, gift shop, cafeteria, café, IMAX, Planetarium.
- 3.2 Memberships, marketing and sales, sponsorship
- 3.3 Customer Service measurement and action

Proposed Agenda for Science North: Exhibits, Education, Business

DAY	PROGRAM GOAL	LEAD CONSULTANT
1	Introductory tour of Science North 1.1 Science North Mission and Visitor Experience Philosophy - History and philosophy of Science North - Introduction to the visitor learning experience - Introduction to Characteristics of Excellence and Blue Coat Standards of Excellence	Science Director
2	Introductory tour of Dynamic Earth 1.1 Science North Mission and Visitor Experience Philosophy - Introduction to the visitor learning experience - Review of development and implementation plan that created this new attraction in 2003	Senior Scientist, Dynamic Earth
3	1.2 Exhibit design & development processes for permanent exhibits - Methods, implementation 1.2 Exhibit design & development processes for travelling exhibits - Methods, implementation - Conceptual development - Interpretive planning	Senior Scientist, Travelling Exhibits
4	1.1 Experience Development Developing and implementing current science experiences for our visitors	Senior Scientist, Science North Operations
5	1.3 Media development in exhibit settings: video production, graphics, animations and other media components Observe educational school programs at Science North	Senior Producer



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Science North is an Agency of the Government of Ontario