



# NEMO Training Course

## Re-thinking Museum Practice for 21st Century Visitors

AN ENGAGING AND THOUGHT-PROVOKING SERIES OF TWO-HOUR VIRTUAL CLASSES THAT WILL PROVIDE THE IDEAS, FRAMEWORKS AND TOOLS TO DEVELOP VISITOR EXPERIENCES THAT ARE APPEALING, ENGAGING, RELEVANT AND MEMORABLE, FACILITATED BY LISA BAXTER OF THE EXPERIENCE BUSINESS.

In three connected two-hour sessions, participants will work with the facilitator and each other on brand experience, visitor sensibility and creative capacity. This will be a deep-dive into designing visitor experience, [previously discussed by Lisa Baxter at NEMO's first online European Museums conference last year.](#)

Apply until **Thursday 10 March 2021** by sending the following to [office@ne-mo.org](mailto:office@ne-mo.org)

- CV
- 1 paragraph motivating your participation and your expectations
- Proof of NEMO membership or a recommendation letter from a NEMO member

*Drawing on deep and extensive experience of working with museums large and small, nationally and internationally, The Experience Business has developed a series of transformational workshops and programmes that re-frame and re-position the visitor experience as your core value offer.*

The selection process (of up to 16 members) will be carried out by NEMO's executive board and the hosting organisation.

The selection of the participants receiving the grant is made according to a) their profile and b) how often the organisation they are coming from has benefitted from NEMO's grants already.

### Workshop content includes:

- Strategic Visitor Experience Design and Management.
- Visitor Hierarchy of Needs
- Visitor Experience Model
- Brand Experience Framework
- Visitor Typologies
- Create Personas and contextualise their Need States
- Visitor Journey Mapping
- Creative Idea Generation
- Imaginarium of Everyday Things
- Top Ten Tip for Successful Co-Creation



**Dates and times:** 18 March (10-12), 24 March (15-17) and 31 March (10-12). All times are in CET.

**Location:** Online

**Facilitated by** Lisa Baxter, the Experience Business

**Deadline to apply:** 10 March 2021