TOOLKIT
for
MANAGING GUEST EXPERIENCES

- Anticipate EVERYONE’S needs
- Know who your audience is - It may not always be who you think!
- Think outside the box when contemplating who your audience is
- Be mindful of your wording in program descriptions - Avoid overly exciting program descriptions, no matter how strong the urge to write something really cool - Find the balance
- Don’t overpromise!
- Remember that your awesome selling hook may also be your downfall - Don’t get guests so excited about what you’re offering that you can’t possibly deliver
- Put yourself in your guests’ shoes - What would YOUR expectations be? Try to take yourself out of the mindset of an employee and become a consumer
- Think about times you were disappointed by a program, event, or experience at a museum - What caused it, on both ends? Apply what you learned to your own programs
- Anticipate guest expectations
- Anticipate guest disappointment
- Be true to your mission/goals
- Partner with others
- Involve other departments for clear messaging and to satisfy the needs of all parties (Marketing vs Education)
- Be as descriptive as possible (performance time, while supplies last, etc.)
- Communicate policies on multiple platforms (i.e., website, shopping cart, website, social media)
- Don’t be afraid to think outside of the box and be creative with experiences and messaging
- Use updated assets as much as possible, especially with third party sources to control consistency