



Inspiring Great Guest Engagement

InterActivity 2023

AGENDA

1. Introductions and Icebreaker
2. Recipe for Great Guest Engagement
3. How We Do It:
 - Marbles Kids Museum
 - KidsQuest
 - Thinkery
 - Brooklyn Children's Museum
4. You Share
5. Q&A





Time to Mingle



Recipe for Great Guest Engagement

MARBLes RIGHT FIT ENGAGEMENT FRAMEWORK

	Welcoming	Purposing	Engaging	Delighting	Knowing & Sharing
Feels Like	<ul style="list-style-type: none"> • Inclusion • Nonjudgement • Being valued • Belonging 	<ul style="list-style-type: none"> • Intentionality • Proactivity • Responsiveness 	<ul style="list-style-type: none"> • Connection • Friendliness 	<ul style="list-style-type: none"> • Joy • Fun • Play • Enthusiasm 	<ul style="list-style-type: none"> • Confidence • Expertise
Looks Like	<ul style="list-style-type: none"> • Smiling • Greeting • Making eye contact • Being approachable • Friendliness • Intentionally, continuously staged spaces • Patience • Cultural • competence • Accessibility • Assuming positive intentions 	<ul style="list-style-type: none"> • Being visible • Being observant • Being attentive • Taking initiative • Modeling behavior you want to see • Thinking/acting ahead • Eye for constant improvement • Playfully professional • Anticipating needs • Prioritizing guest-facing responsibilities • Embodying our mission 	<ul style="list-style-type: none"> • Putting yourself where the play is happening • Tuning into and meeting guests' needs • Talking with guests • Helping guests • Active listening • Asking questions • Knowing guests • Building relationships with repeat visitors • OPTing In • Encouraging curiosity, discovery, exploration 	<ul style="list-style-type: none"> • Going above and beyond • Celebrating guests' discoveries and creations • Finding solutions • Surprising guests with extras • Making guests feel seen and valued • Sparking laughter 	<ul style="list-style-type: none"> • Being in the know • Being a resource • Knowing the why behind what we do • Understanding learning connections • Telling our story • Connecting guests with additional opportunities • Finding answers

