



Museum Development London Skills Plus Training

How to Run a Focus Group

Date: 30 September 2021

Time: 10:00 – 13:00

Location: Online (Zoom)

Facilitator: Elizabeth Coningsby

Trainer: Nicky Boyd

What will be covered?

Focus groups provide a social setting and opportunity for participants to discuss specific topics. The group interaction can help bring out new perspectives on issues as participants challenge, persuade and influence each other. Focus groups are good at providing you with qualitative information and, when facilitated well, will allow you to tease out a greater depth of information about people's attitudes, experiences and beliefs on your subject of focus. However, the quality of information that comes out of focus groups is reliant on the skills and experience of the facilitator(s). This session will help you to plan, organise and run focus groups. We will also cover what to consider when running a focus group online.

Who should attend?

Museum employees and volunteers who are looking for an introduction to running a successful focus group.

Approximate timetable:

10:00	Arrival, Welcome, Introductions
10:15 – 11:25	Planning and Facilitating PART 1 (with activities)
11:25 – 11:35	Break
11:35 – 12:30	Planning and Facilitating PART 2 (with activities)
12:30 – 12:45	Intro to Analysis
12:45 – 13:00	Q&A

Learning objectives

By the end of this session you will have a better understanding of how to plan, organise and run a focus group. It will cover:

- Recruitment
- Developing discussion guides
- Listening and communication skills
- Dealing with difficult situations
- Incorporating other consultation techniques
- Analysis, interpreting and reporting

Support towards Museum Accreditation:

Users and their Experiences:

- 8.1 To understand who uses your museum, and who doesn't
- 8.2 To use information to assess your users' needs

Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep the **30 September** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums in the London region.

 @LondonMusDev



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