London Museum Development
Skills Plus training course

An Introduction to Capturing and Evaluating Visitor Data

Date: Tuesday 11 December 2018
Time: 10:15 – 16:00
Location: Museum of London, London Wall

Facilitator/Trainer: Elizabeth Coningsby

What will be covered?
This course provides an introduction to conducting audience research and undertaking evaluation in your organisation, emphasising the importance of understanding your visitors. During the morning session participants will explore the benefits of carrying out effective evaluation, learn some useful techniques and discover new evaluation tools, with a focus on survey/questionnaire design.

During the afternoon delegates will hear from Ellen Stuart, Research and Evaluation Manager at the Museum of London. She will help you discover free and cheap data-sets that you can utilise, delve into insights to be gained from London population material and find out how the Museum of London has evaluated it's non-users in relation to the New Museum project. We will finish with an hour from Harry Huskisson, Head of Communications and Marketing at the Postal Museum. He will cover the evaluation approaches taken and lessons learnt in establishing the newly refurbished Postal Museum.

Who should attend?
Museum employees and volunteers who are looking for an introduction and/or refresher course in audience consultation, audience research and using evaluation tools and techniques.

Approximate session timetable

10:15   Tea/coffee on arrival

10:30   Welcome and Introductions

10:40   What is evaluation and why should we bother

10:50   Evaluation overview

11.50   Break

12:00   Evaluation tools (conventional and more creative)

12:30   Using visitor research and evaluation data

12:45   Lunch

13:30   Evaluation Data Sets

14:00   Understanding non-Users

14:30   Break

14:45   Skills Sharing (The Postal Museum)

15:45   Comments/Feedback

16:00   Close

Learning objectives

By the end of this course you will:

- have a better understanding of how to plan audience research and evaluation and find out which tools are available and how to use them;
- have a better understanding of the different audience data and development tools available to the sector
- learn from other museums in how they have used audience research and evaluation to improve the visitor experience

Support towards Museum Accreditation:

Audiences:

3.1:   Good-quality services and development

- 3.1.1 understand who its users and non-users are
- 3.1.2 evaluate and analyse information to assess users' needs

Further information

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out at least a week before the course. Please keep the **11th of December** available in your diary until your place has been confirmed.

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

A late cancellation (less than 24 hours) / no show charge of **£20** will be applicable.

Light refrehments will be provided. Information will be given to confirmed delegates.