

Course Title: How to Run a Focus Group for Museums

Date: Tuesday 23rd April

Time: 10:00 – 16:00

Location: Museum of London, London Wall

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.

Who should attend?

This course is aimed at Museum employees and volunteers who are looking for an introduction to running a successful focus group

Approximate session timetable (10.00 – 16.00)

Time	Activity
Session 1	Introductions, plan for session
Session 2	Presentation and activities
	Lunch
Session 3	Practical activities
Session 4	Discussion guide preparation
	Tea/coffee break

Session 5	Practical activities
Session 6	Questions, additional information

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 **23rd April** 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. A late cancellation (less than 24 hours) / no show charge of **£50** will be applicable. Light refreshments will be provided. Further Information will be emailed to confirmed delegates.



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