

Understanding online audiences

Date: Friday 07 February

Time: 12 – 4pm

Location: Museum of London, London Wall

Trainer / Facilitators: Chris Unitt, Founder, One Further. Alec Ward, Museum Development Officer, Digital and Communications

What will be covered?

This session will provide an introduction to using digital analytics and user testing within the setting of a museum or gallery. Participants will learn how to collect data and insights using tried and trusted methods, and free and low cost tools.

Participants will be able to use this improved understanding of their online audiences to improve communications, website user experience, and more.

We will cover:

- Google Analytics - how marketers, website managers, and content producers can find the most insightful information
- User testing and surveys - getting feedback from people in person and online

Where possible, we will tailor the contents of the session to the participants.

We will be providing refreshments, but please do bring your own lunch. You are also welcome to use the Museum cafe, on site. There are also a number of shops around the area, including a Pret and a Tesco.

Approximate session timetable:

12pm	Arrival
12.15-12.20pm	Welcome and Introduction
12.20 - 2pm	Google Analytics essentials

2 – 2.15pm	Break
2.15 - 3.50	Surveys and user testing tools
3.50 – 4pm	Roundup and close

Learning objectives

By the end of this session you will:

- Be able to find useful insights in Google Analytics
- Understand how to collect feedback from your online audiences
- Be better equipped to incorporate insights from your online audiences into your work

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 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 07th February 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 £50 may be applicable.

Refreshments will be provided.



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