



London Museum Development Digital Futures skills sharing programme

Understanding online audiences

Date: Friday 12 February

Time: 10.50 – 1.30pm

Location: Online, via Zoom

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.

Approximate session timetable:

10:30am	Session opens
10:50am	Welcome and Introduction
11:10am	Google Analytics essentials
11:40am	Break
11.50am	Google Analytics essentials

12:20pm	Break
12:30pm	Surveys and user testing tools
1:20pm	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 12th 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.



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