

Successful Interpretation

Remember The 5 E's As A Key For Great Tours

Energize

Your energy is contagious! Make sure its positive and welcoming. When your audience feels you are happy to be there as their guide, they will be happy too. A happy audience is a receptive audience.

Engage

Be aware of your facial expressions. Use your hand movement and body language when appropriate. Communicate with your eyes. While you may be interpreting an exhibit, you and what you have to say should be the center of attention.

Educate

Your audience wants to learn from you. Learn all you can, above and beyond what is expected (remember to make sure your extra material is approved to present). Share notes with your colleagues and make sure nobody is contradicting each other.

Enlighten

Your words need to impact all those listening. The audience wants to feel as though they are 'discovering' the information you are sharing. More than just dates and names, make sure your tour highlights the human experience. Emotion is key to learning.

Excite

Your tour should end with your audience wanting more. Questions doesn't mean you didn't give a sufficient tour - on the contrary, questions indicates enthusiasm. You have peaked their interest and they now want to know more.