

Projekt:

# **Entwicklung und Verbreitung von Evaluationsstrategien in informellen Bildungseinrichtungen zur Professionalisierung von BNE- Programmen in Ungarn**

**Az. 33946\_01**

**Abschlußbericht (Stand: Juli 2019)**

**KON-TIKI, Büro für Bildungs- und Erlebnisplanung**

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*Heiligenthal, Juli 2019*

**Projektkennblatt**  
der  
**Deutschen Bundesstiftung Umwelt**



Az	33946/01-43/2	Referat	Umweltkommunikation	Fördersumme	93.917,00 €
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**Antragstitel** Entwicklung und Verbreitung von Evaluationsstrategien in informellen Bildungseinrichtungen zur Professionalisierung von BNE-Programmen in Ungarn

**Stichworte** Informelle Nachhaltigkeitsbildung, Evaluation/Besucherforschung, Ungarn

Laufzeit	Projektbeginn	Projektende	Projektphase(n)
17 Monate	01.12.2017	30.04.2017	3

**Zwischenberichte**

2

**Bewilligungs-  
empfänger**

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### **Zielsetzung und Anlaß des Vorhabens**

Ziel des Projektes ist die Entwicklung und Verbreitung von Evaluation in informellen Bildungseinrichtungen Ungarns zur Unterstützung der Verbreitung von BNE, SDG und dem Konzept der planetarischen Grenzen. Dabei wird davon ausgegangen, dass entsprechende Kenntnisse und praktische Erfahrungen zur Professionalisierung der informellen Bildungsarbeit beitragen. Sowohl Evaluation als Managementinstrument, als auch die Konzepte BNE, Planetarische Grenzen und SDG sind in Ungarn immer noch weitgehend unbekannt und daher hier hoch innovativ. Erste Ansätze zur BNE sind in einigen wenigen Einrichtungen vorhanden.

### **Darstellung der Arbeitsschritte und der angewandten Methoden**

1. Konzeptionelle Entwicklung von modellhaften Beispielen in Ungarn für
  - innovative Angebote im Bereich BNE/planetarische Grenzen/SDG
  - die Entwicklung und Integration von Evaluation als Managementinstrument durch 1 zweitägiges, einrichtungsübergreifendes Training sowie (1 x 2-Tage-Workshop)
  - jeweils ein- bis zweitägige Implementierungstrainings in den drei Partneereinrichtungen (3 x 1-2 Tage-Workshops), hier auch Einsatz eines innovativen, digitalen Beobachtungsinstruments
  - und Formulierung von 3 einrichtungsspezifischen Evaluationsstrategien
  
2. Partizipative Einbindung von Akteuren aus der Szene und Multiplikatoren durch
  - Kooperation mit einem ungarweit aktiven Verband, einer ungarischen Universität und drei ausgesuchten Einrichtungspartnern
  - Anwendungsorientiertes Training zu den Themen des Projekts (Einführungs- und Implementierungs-Workshops, Entwicklung von Evaluationsstrategien, Test und Durchführung von Evaluationsarbeiten)
  
3. Öffentlichkeitswirksame Verbreitung der Projektergebnisse durch
  - 1 Konferenz zu Evaluation in Ungarn an der FCCT
  - 2 Workshops zur anwendungsorientierten Weiterbildung der Konferenzteilnehmer (Workshop 1: Standardinstrumente der Besucherforschung, Workshop 2: Kreative Evaluationstechniken)
  - 1 Online- und Printpublikation (50-70 Seiten) zu den Themen des Projekts
  - projektbegleitende Pressearbeit

## **Ergebnisse und Diskussion**

Die im Antrag formulierten quantitativen Ziele wurden alle erreicht oder übertroffen. So kamen mehr als doppelt so viele Teilnehmer wie erwartet zur Abschlußkonferenz, von der im Übrigen eine kurze Zusammenfassung im lokalen TV gesendet wurde. Der Projektpartner MKWM führte in enger Zusammenarbeit mit KÖME und der beteiligten Universität BGE außerdem eine Evaluation eines zusätzlichen Nachhaltigkeitsprojektes mit sozialem Schwerpunkt durch.

## **Öffentlichkeitsarbeit und Präsentation**

- Zahlreiche Online-Veröffentlichungen (Liste s. Bericht)
- Zweitägige Abschlusskonferenz mit über 180 Teilnehmenden statt der geplanten 80.
- Präsentation des im Projektverlauf entwickelten, digitalen Besucherbeobachtungsinstruments während der Interpret-Europe-Conference in Sarajevo
- Abschlussfachpublikation mit knapp 300, statt der geplanten 50-70 Seiten

## **Fazit**

Insgesamt läßt sich folgendes Fazit ableiten:

**Unklare Nachhaltigkeits-Fokusse:** Vor allem im Museum für Handel und Tourismus (MKWM) werden die definitiv gegebenen Nachhaltigkeitsthemen für den Gast nicht klar in der Ausstellung genug vermittelt. Vorinformierte Gäste hingegen dürften diese Aspekte durchaus für sich herausfiltern. Personelle Vermittlungszusätze sind erfolgreich hinsichtlich der Fokussierung der Gäste. Ein expliziter Nachhaltigkeitsfokus ist daher von entscheidender Bedeutung bei der Planung und Gestaltung von Ausstellungen.

**UN-Nachhaltigkeitsziele als ein relevanter Kontext für die Zukunft:** Die durchgeführten Evaluationen können als ein Anlaß dienen, die künftigen Schwerpunkte und das dazugehörige Marketing neu zu justieren. Nicht zuletzt bieten die Nachhaltigkeitsziele einen im Ausstellungskontext wichtigen Relevanzrahmen.

**Leitung ist entscheidend:** In allen drei Partnereinrichtungen gibt es ein großes Potenzial bezüglich der Vermittlung von Nachhaltigkeitsthemen und Planetaren Grenzen. Die Umsetzung ist, wie meist, von der Leitungsebene abhängig. Wenn diese nicht wirklich interessiert sind, wird es keine, oder nur begrenzte Umsetzungen, bspw. im Rahmen von Gästeführungen, geben.

**Optimierung von Evaluationsinstrumenten:** Die von den drei Einrichtungen in Eigenregie entwickelten Instrumente waren nicht immer fruchtbar, manchmal langweilig, zu lang oder beides. Im Zuge der Entwicklung und der Rückmeldungen von Seiten KÖMEs und KON-TIKI waren jedoch deutliche Erkenntniszuwächse zu verzeichnen. Gleichwohl wurde deutlich, dass ein kontinuierliches Weiterbildungs- und Beratungsangebot durch KÖME hilfreich und notwendig ist.

Zusätzlich wurden von der die Partnereinrichtungen in Ungarn betreuenden KÖME-Mitarbeiterin, Andrea Hubner, verschiedene methodische Detailkritikpunkte zusammengetragen.

Wie in den meisten Fällen, sind die in diesem Fazit genannten Kritikpunkte durchaus positiv zu verstehen, in dem Sinne, als diese alle Beteiligten zur thematischen Öffnung, Diskussion, Vertiefung und Reflektion anregen.

Als quantitative Indikatoren für den Projekterfolg sehen wir die Zahl der Teilnehmer an der Abschlusskonferenz (187 statt der geplanten 80), sowie die Abschlusspublikation (fast 300 statt der geplanten 50-70 Seiten).

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## II. Zusammenfassung

Die Projektarbeiten wurden antragsgemäß durchgeführt und erfolgreich abgeschlossen. Auf Grund von projektinternen Einsparungen bei Reisekosten konnte im letzten Projektabschnitt über die geplante Teilnahme an der Visitor Studies Conference 2019 hinaus die Teilnahme an der Jahreskonferenz von KulturAgenda – Institute for museums, cultural enterprises and audiences zu Besucherforschung und Publikumsentwicklung realisiert werden.

Das weltweit innovative, im Projektverlauf entwickelte Besucherbeobachtungsinstrument hat sich weiter bewährt, wurde in verschiedenen Ausstellungen eingesetzt und ist bereits für den weiterführenden Einsatz zu nachhaltigkeitsorientierten Themen in diesen und anderen Häusern vorgesehen. Darüber hinaus sind in Ungarn und auch in Deutschland Weiterentwicklungen und Bewerbungen des Instruments in Arbeit.

Die Erhebungsarbeiten in den drei Projektpartnereinrichtungen wurden bereits im letzten Zwischenbericht vorgestellt. Teilweise wurden die vorliegenden Berichte auf Wunsch der Kooperationspartner ausführlicher kommentiert, teilweise wurden partnerseitig (MKVM) noch zusätzliche Evaluationen zu Nachhaltigkeitsprojekten durchgeführt.

**Unklare Nachhaltigkeits-Fokusse:** Vor allem im Museum für Handel und Tourismus (MKWM) werden die definitiv gegebenen Nachhaltigkeitsthemen für den Gast nicht klar genug in der Ausstellung vermittelt. Vorinformierte Gäste hingegen dürften diese Aspekte durchaus für sich herausfiltern. Personelle Vermittlungszusätze sind erfolgreich hinsichtlich der Fokussierung der Gäste. Ein expliziter Nachhaltigkeitsfokus ist daher von entscheidender Bedeutung bei der Planung und Gestaltung von Ausstellungen.

**UN-Nachhaltigkeitsziele als ein relevanter Kontext für die Zukunft:** Die durchgeführten Evaluationen können als Anlass dienen, die künftigen Schwerpunkte und das dazugehörige Marketing neu zu justieren. Nicht zuletzt bieten die Nachhaltigkeitsziele einen im Ausstellungskontext wichtigen Relevanzrahmen. Diese Einschätzung wird auch deutlich vom Kooperationspartner KÖME geteilt.

**Leitung ist entscheidend:** In allen drei Partnereinrichtungen gibt es ein großes Potenzial bezüglich der Vermittlung von Nachhaltigkeitsthemen und Planetaren Grenzen. Die Umsetzung ist, wie meist, von der Leitungsebene abhängig.

**Optimierung von Evaluationsinstrumenten:** Die von den drei Einrichtungen in Eigenregie entwickelten Instrumente waren nicht immer zielführend. Im Zuge der Entwicklung und der Rückmeldungen von Seiten KÖMEs und KON-TIKI waren jedoch deutliche Erkenntniszuwächse zu verzeichnen. Gleichwohl wurde deutlich, dass ein kontinuierliches Weiterbildungs- und Beratungsangebot durch KÖME hilfreich und notwendig ist. Als quantitative Indikatoren für den Projekterfolg sehen wir die Zahl der Teilnehmer an der Abschlusskonferenz (187 statt der geplanten 80), sowie die Abschlusspublikation (fast 300 statt der geplanten 50-70 Seiten).

## 1. Projektstand

Die Projektarbeiten wurden antragsgemäß durchgeführt und erfolgreich abgeschlossen. Im Folgenden werden die seit dem 2. Zwischenbericht abschließend durchgeführten Arbeiten vorgestellt und ein Gesamtfazit vorgestellt.

### 1.1 Konferenzteilnahmen

Auf Grund von projektinternen Einsparungen bei Reisekosten konnte im letzten Projektabschnitt über die geplante Teilnahme an der Visitor Studies Conference 2019 (Themenschwerpunkt: Förderung von Besucher-Vielfalt) hinaus die Teilnahme an der Jahreskonferenz von *KulturAgenda – Institute for museums, cultural enterprises and audiences* zu Besucherforschung und Publikumsentwicklung realisiert werden (beide Konferenzprogramme s. Anlagen).

In beiden Fällen konnte der ungarische Partner erfolgreich motiviert werden, ebenfalls an den Konferenzen teilzunehmen. KÖME trat auf Grund unserer Informationen über die Konferenz und den Verband von sich aus der britischen Visitor Studies Group (VSG) bei, wobei wir davon ausgehen, dass dies zu einer weiteren Konsolidierung und Professionalisierung von Besucherforschung, auch als Instrument der Förderung von Nachhaltigkeit in Ungarn, beiträgt. Darüber hinaus hat der ungarische Partner an der Jahreskonferenz von Interpret-Europe teilgenommen und Ergebnisse aus dem Projekt vorstellen können.

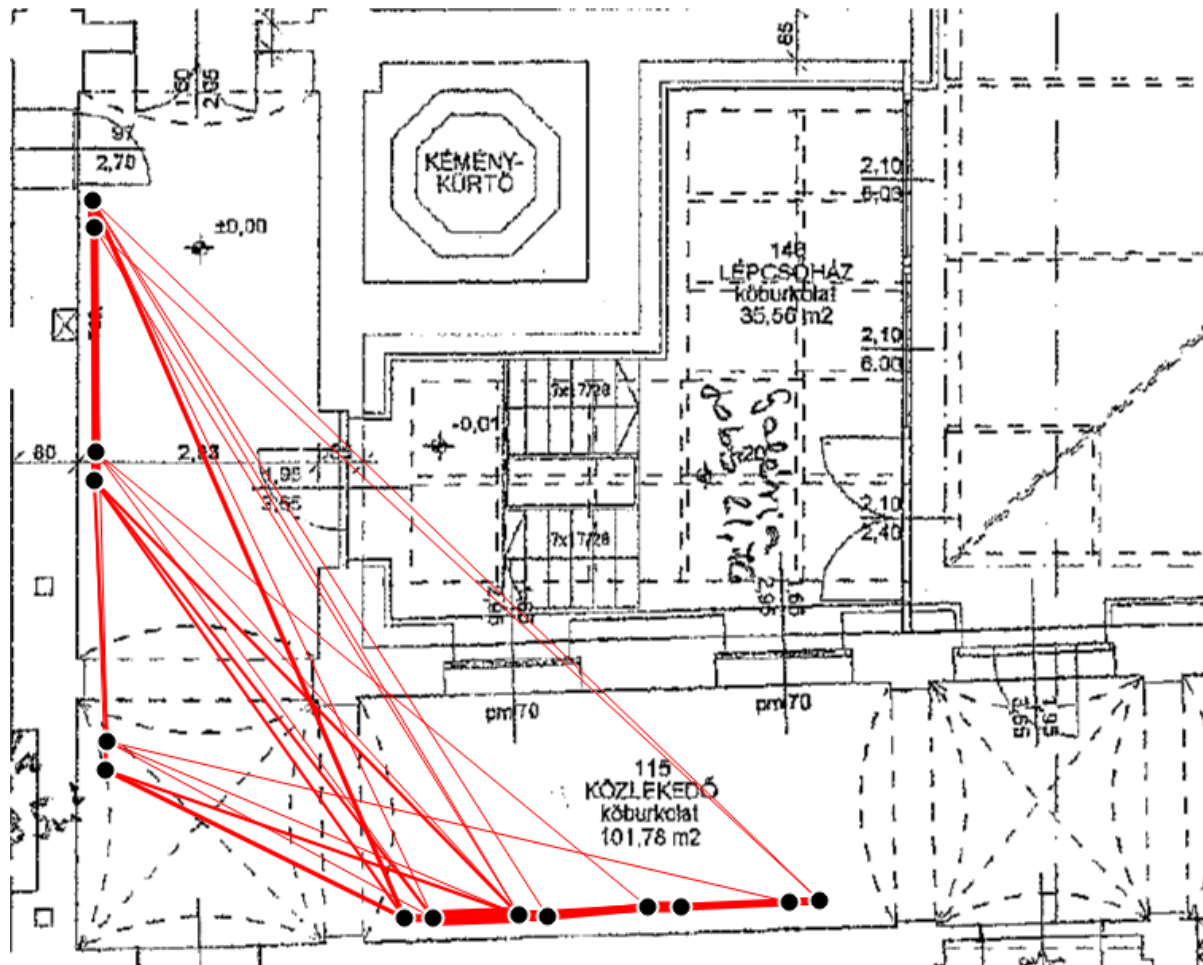
### 1.2 Besucherbeobachtungsinstrument

Das im Projektverlauf entwickelte Besucherbeobachtungsinstrument hat sich weiter bewährt. Dabei wurden folgende Arbeiten durchgeführt:

- Beispielevaluation einer kleinen Wanderausstellung im Zuge der Abschlusskonferenz zur Veranschaulichung der Funktionalitäten für das Konferenzpublikum (s. a. Abb. 1)
- Evaluation von vier nachhaltigkeitsorientierten Museumsausstellungen in Lüneburg, unter Einsatz des Beobachtungsprogramms, im Rahmen eines Lehrauftrags an der Leuphana Universität
- Präsentation des Instruments im Zuge der Interpret-Europe Konferenz durch KÖME (dabei Anfrage/Interesse von einer schottischen Teilnehmerin)
- Anfrage von Seiten der Nationalgalerie (Museum) in Budapest nach Durchführung eines ebenfalls erfolgreichen Tests dort mit Studierenden durch KÖME

Alle diese Aktivitäten sind positiv verlaufen. Aktuell bzw. in Weiterführung des Projekts arbeiten wir diesbezüglich, soweit finanziell möglich, an einer Feinjustierung und dem Ausbau des Programms. Nächste Tests konnten bereits mit verschiedenen Ausstellungen vereinbart werden, weitere Anfragen laufen, wobei der Schwerpunkt im Nachhaltigkeitsbereich liegt (Wasserturm Lüneburg, Nationalpark Wattenmeer, Erlebniszentrum Naturgewalten List, Haus der Natur/Feldberg). U.a. vom Verband der Zoodirektoren wurde KON-TIKI eingeladen, um das Programm im Herbst d. J. auf der Jahrestagung vorzustellen. Weitere Aktivitäten zur Etablierung und Verbreitung laufen ebenfalls oder

sind geplant (Anzeigenschaltung beim Deutschen Museumsbund, Vorstellung auf weiteren Konferenzen, Entwicklung einer Social-Media-Kampagne, etc.). Der österreichische Partner KÖME hat großes Interesse an einer Verbreitung des Instruments in Ungarn und perspektivisch Osteuropa geäußert, hierzu sind wir in Gesprächen.



**Abb. 1:** Exemplarische Wegeverlaufsdarstellung aus der Evaluation der Konferenz-Wanderausstellung (Verweilzeiten, genutzte Objekte etc. werden als Balken- und Tortendiagramme dargestellt).



**Abb. 2:** Ausschnitt der während der Abschlusskonferenz exemplarisch evaluierten Wanderausstellung

### 1.3 Arbeiten aus den Partnereinrichtungen

Die Erhebungsarbeiten in den drei Projektpartnereinrichtungen wurden bereits im letzten Zwischenbericht vorgestellt. Abschließend läßt sich folgendes sagen:

#### **Vadapark (Wildpark)**

Hierzu wurde eine auch methodisch sehr differenzierte Rückmeldung erbeten, die KON-TIKI erstellt und über KÖME zugesandt hat (Anhang 1). Entscheidend beim Wildpark wird sein, wie die Leitung mit den Ergebnissen umgeht, hierzu steht noch eine Rückmeldung aus.

#### **Skanzen (Freilichtmuseum)**

Zu Skanzen liegt eine kurze, zusammenfassende Betrachtung mit Ausblick vor (s. Anhang 2), Detailergebnisse s. Zwischenbericht.



## Museum of Tourism and Trade (Museum)

Zusätzlich zu den im letzten Zwischenbericht vorgestellten Evaluationsergebnissen wurde von Seiten der Projektpartner eine Evaluation durchgeführt bzgl. Anknüpfungspunkten von Ausstellungsteilen, des Museums und der benachbarten Synagoge (Anhang 3). Hier wurde partnerseitig ein starker sozialer Nachhaltigkeitskontext gesehen.

Letzterer ist auch nach Auffassung von KON-TIKI vorhanden, jedoch möglicherweise etwas sehr breit. Da allgemeine Fragen bzw. Untersuchungsgegenstände auch „nur“ allgemeine Ergebnisse und Aussagen zulassen, wurde den Projektpartnern eine stärkere Spezifizierung empfohlen. Auf der anderen Seite wurde von KÖME u. a. eine bildbasierte Evaluationsmethode entwickelt, bei der die plakativen, logoartigen Abbildungen der UN-Nachhaltigkeitsziele (Abb. 3) verwendet wurden, um Gästen eine rasche und unkomplizierte Rückmeldemöglichkeit auf die Frage zu erlauben, ob und welches Nachhaltigkeitsthema in einer bestimmten Ausstellung wahrgenommen wurde (Detailergebnisse s. Anhang 4).



**Abb. 3:** UN-Nachhaltigkeitsvisualisierung als bildliche Grundlage für eine thematische Einschätzung durch die Besucher.

### 1.3 Projektfazit

Abschließend lassen sich mit Blick auf die Wirkung des Projekts folgende übergeordnete Aussagen treffen:

**Unklare Nachhaltigkeits-Fokusse:** Vor allem im Museum für Handel und Tourismus (MKWM) werden die definitiv gegebenen Nachhaltigkeitsthemen für den Gast nicht klar genug in der Ausstellung

vermittelt. Vorinformierte Gäste hingegen dürften diese Aspekte durchaus für sich herausfiltern. Personelle Vermittlungszusätze sind erfolgreich hinsichtlich der Fokussierung der Gäste. Ein expliziter Nachhaltigkeitsfokus ist daher von entscheidender Bedeutung bei der Planung und Gestaltung von Ausstellungen.

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**Abb. 4:** Abschlusskonferenz an der Wirtschaftshochschule Budapest (BGE)

**Leitung ist entscheidend:** In allen drei Partnereinrichtungen gibt es ein großes Potenzial bezüglich der Vermittlung von Nachhaltigkeitsthemen und Planetaren Grenzen. Die Umsetzung ist, wie meist, von der Leitungsebene abhängig. Wenn die Geschäftsführung nicht interessiert ist, wird es keine, oder nur begrenzte Umsetzungen geben, bspw. im Rahmen von Gästeführungen.

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## 1.4 Presse- und Online-Ergebnisse

### Conference PR

KÖME	<a href="http://www.heritagemanager.hu/?p=1064">http://www.heritagemanager.hu/?p=1064</a>
M5 (nat. television) Report	<a href="https://www.mediaklikk.hu/kulturalis-hirado-video/video/2019/02/21/ertekeld-a-latogatot/#">https://www.mediaklikk.hu/kulturalis-hirado-video/video/2019/02/21/ertekeld-a-latogatot/#</a>
	<ul style="list-style-type: none"> <li>• <a href="https://www.openhistory.hu/blog/%C3%ADgy-kell-szakmai-napot-szervezni">https://www.openhistory.hu/blog/%C3%ADgy-kell-szakmai-napot-szervezni</a></li> <li>• <a href="https://kulturalisertekeles.hu/2019/03/15/ertekeld-a-latogatot-interaktivan">https://kulturalisertekeles.hu/2019/03/15/ertekeld-a-latogatot-interaktivan</a></li> <li>• <a href="https://uni-bge.hu/kvik/hirek/Ertekeld-a-latogatot">https://uni-bge.hu/kvik/hirek/Ertekeld-a-latogatot</a></li> <li>• <a href="http://mokk.skanzen.hu/ertekeld-a-latogatot-szakmai-forum-termeszeti-es-kulturalis-teruleteken-dolgozoknak.html">http://mokk.skanzen.hu/ertekeld-a-latogatot-szakmai-forum-termeszeti-es-kulturalis-teruleteken-dolgozoknak.html</a></li> <li>• <a href="http://kultura.kreativeuropa.hu/konferenciak/szakmai_forum_a_latogatokutatasrol/40795">http://kultura.kreativeuropa.hu/konferenciak/szakmai_forum_a_latogatokutatasrol/40795</a></li> <li>• <a href="https://magyarmuzeumok.hu/cikk/ertekeld-a-latogatot-szakmai-forumot-szerveznek-termeszeti-es-kulturalis-teruleteken-dolgozok-szamara">https://magyarmuzeumok.hu/cikk/ertekeld-a-latogatot-szakmai-forumot-szerveznek-termeszeti-es-kulturalis-teruleteken-dolgozok-szamara</a></li> <li>• <a href="https://magyarmuzeumok.hu/cikk/a-latogatokutatas-modszerei-a-bge-n">https://magyarmuzeumok.hu/cikk/a-latogatokutatas-modszerei-a-bge-n</a></li> <li>• <a href="http://www.muzeumpedagogia.org/content/l%C3%A1togat%C3%B3kutat%C3%A1s-konferencia">http://www.muzeumpedagogia.org/content/l%C3%A1togat%C3%B3kutat%C3%A1s-konferencia</a></li> <li>• <a href="http://www.kultura.hu/programajanlo-181107/latogatokutatas">http://www.kultura.hu/programajanlo-181107/latogatokutatas</a></li> </ul>
PR video	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=FX_hyajGU_Q">https://www.youtube.com/watch?v=FX_hyajGU_Q</a></li> <li>• <a href="https://greenfo.hu/programok/ertekeld-a-latogatot-szakmai-forum-termeszeti-es-kulturalis-teruleteken-dolgozoknak/">https://greenfo.hu/programok/ertekeld-a-latogatot-szakmai-forum-termeszeti-es-kulturalis-teruleteken-dolgozoknak/</a></li> </ul>

### Conference preparation

KÖME	<ul style="list-style-type: none"> <li>• <a href="http://www.heritagemanager.hu/?p=1028">http://www.heritagemanager.hu/?p=1028</a></li> <li>• <a href="https://www.magyarmuzeumok.hu/cikk/tema-a-latogatokutatas-igenyfelmeres-keszul">https://www.magyarmuzeumok.hu/cikk/tema-a-latogatokutatas-igenyfelmeres-keszul</a></li> <li>• <a href="http://kultura.kreativeuropa.hu/content.php?hle_id=40320">http://kultura.kreativeuropa.hu/content.php?hle_id=40320</a></li> </ul>
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### Project

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IECON18/19	<ul style="list-style-type: none"> <li>• <a href="http://iecon18.interpreteuropeconference.net/">http://iecon18.interpreteuropeconference.net/</a></li> <li>• <a href="http://iecon19.interpreteuropeconference.net/abstracts/#4">http://iecon19.interpreteuropeconference.net/abstracts/#4</a></li> </ul>

## **1. Anhänge und Anlagen**

- Anhang 1: Budakeszi Vadaspark questionnaires summary
- Anhang 2: Visitor Survey in Skanzen - Hungarian Open Air Museum
- Anhang 3: MKVM sustainability evaluation project description
- Anhang 4: MKVM Sustainability Goals – Visual Test
- Anhang 5: Concluding points of criticism from KÖME
- Anlage 1 (digital): Konferenzprogramm Visitor Studies Group London 2019
- Anlage 2 (digital): Konferenzprogramm Kulturagenda-Conference Berlin 2019
- Anlage 3 (digital): Konferenzprogramm Projektabschlusskonferenz Budapest 2019

## 1. Non-Visitor questionnaire

Time: March 2018 before starting the on the spot researches

N=100

Demography:

- High school students (age 19-20)
- University students (age 20-23)

The questionnaire was created by Budakeszi Vadaspark in Hungarian. Because the number of non-visitors is 100 it is easy to use percent (%)

1. How do you spend you spend your free time? List 3 activities
2. How do you decide where and how to spend your free time? List 5 aspects
3. Who do you usually spend your free time with?
4. Where do you usually get information on programmes?
5. Have you heard about Budakeszi Vadaspark?
6. Have you already been in Budakeszi Vadaspark? If yes with whom, if not, why?
7. What do you think you would enjoy doing there besides watching animals?
8. How interesting do you think Vadaspark is (1-10)?
9. Why do you think there are wild parks? List 3 reasons.
10. How do you think animals feel in a wild park?
11. Do you have any other thought you would like to share?

Lars Wohlers 24.4.19 13:24

**Kommentar:** too difficult for a general visitor/interviee

Lars Wohlers 24.4.19 13:25

**Kommentar:** crosses with q2

Lars Wohlers 24.4.19 13:26

**Kommentar:** multiple choice helpful?

### Answers:

We did not change the questionnaire since one of the aims ids to see if their methods work well.

1. in 78 % did not contain open-air programmes (Facebook, movie, pubs)
2. was a confusing question, especially because it asked several aspects at a time: Answers included distance, interesting programmes and good food. Here distance (52%) might be interesting, because later many say the wild park is too far away.
3. In 54% the answer was "boyfriend, girlfriend", in 75 % "with friends", the rest mentioned "family" These answers overlap, some said "boyfriend, friends" or "girlfriend, family"
4. Information source in 83% was the Facebook, in 89% "internet" and in 56% "word of mouth"
5. 82 % have heard about the park, but
6. 33% has never been there. Out of those,who have already been there (77%) 60 people say they were there in their childhood (kindergarten, primary school) with family or teacher.
7. 15 % did not answer or answered silly things, 43% mentioned the petting zoo. 52 % said "feeding animals"
8. 32 % said 3-4, 48% said 7-8, 12% said 10, the others said 0
9. Here the answers were very much schoolbook like: "nature protection" in 35%. 21% said "because of tourism "Many did not answer or said "I don't know"
10. 56% said "well", 12% said "depends" 5% did not answer 27% said worse than in nature
11. Almost everybody left the space empty or answered "no" (93 %) 7% answered some silly thing like "I love animals" or "let them all go free".

## Summary of non-visitor questionnaire

To sum up we can say that most young people in two Budapest elite quarter educational institutions have heard about, those, who are possibly Budapest citizens have already been in Vadaspark at least once. There were no regular visitors.

Seemingly those who have been in Vadaspark were there in their childhood: the image of Vadaspark is that this is a good place for kids only. If they wish to deliver sustainability and planetary boundaries issues to raise consciousness and responsibility young people should be targeted somehow. On the basis of what they know or think they know about the place is not especially attractive for them. There are false images about what could be desired activities like touching and feeding animals.

Contrary to these findings the volunteer students extremely enjoyed the place, and many stayed even after finishing work. There were some students who came more than once. This means the place is highly enjoyable for young people even in this form, but somehow the information does not reach them. But, of course it is a challenge how to make the place "cool" without disturbing the animals.

The unwillingness to answer the last question might be because the question is not clear enough, and they might have lost patience by that time.

Lars Wohlers 24.4.19 13:29

**Kommentar:** interviewees usually don't bother with those open-ended q. at the end – nevertheless it's good to have them in case someone does have an interesting thought

## 2. Entrance and exit questionnaires on the DAY OF THE EARTH 21 April

Both questionnaires were filled in by interrogating visitors. The questions were put and written down by volunteers.

### Entrance questionnaire

N=40

1. How old are they
2. Where are they from
3. Have you already been here? If yes, when?
4. Where do you know BV from?
5. Do you know what kinds of animals to expect here?
6. Do they know there are spectacle feedings?
7. Have you heard about Vadaspark programmes?
8. Have you come for this special Earth Day?
9. Do you know there are special theme routes a, playground and a buffet here in VP?

### Answers

1. The main categories are very young family parents 25-30 (6) and parents between 30-45 (28) There were 6 elderly people 60-65.
2. All of them were from Budapest, Budakeszi and the vicinity.
3. 12 visitors have never been here before, 5 were here very long ago, 23 are regular visitors: some come more than once yearly.
4. information from friends and acquaintances (29), 4 from school, 9 from internet
5. 7 people didn't know, 12 listed games, 11 said wild animals, the rest just said "yes I do"
6. 21 did not know, the others have heard about it
7. 26 have not heard, others have
8. 27 (sic!) did not know about the special day, it turned out here for them
9. Playground and buffet were known to 30, theme routes for 7

## Exit questionnaire

N=40

1. Which animal did you like best?
2. Did you go to spectacle feeding? Which one?
3. What is your opinion about how our animals are treated and kept?
4. How do you think our animals feel themselves here?
5. Did you get to know something interesting?
6. Have you tried our thematic routes? (Hunting, ornithological)
7. Have you eaten in the buffet?
8. Did you miss something?
9. What did you like?
10. Comments, remarks

## Answers

1. To this question everyone answered differently (naming an animal)
2. 17 did not realize there were spectacle feeding, others were at various places: lynx, owl, racoon
3. 25 said good, others claimed too little or too narrow
4. 29 said well, very well, 1 said hopefully well, 11 claimed some like the squirrel not well
5. 15 said no, or not really, 7 said something concrete, like the lynx is protected, the others simply said yes-
6. 13 said yes, 15 said hunting route, the others said no
7. 21 said yes, others said no
8. 19 said they missed nothing, the others all listed something else
9. Here everybody said something else.
10. 13 visitors said no, the others all suggested something else. The only element that occurred several times (9) was that they missed interactive elements

Lars Wohlers 24.4.19 13:30

**Kommentar:** it would have been better not to mention the names of the trails in the q, in order to check if they really know it, since social desirability is a huge problem when answering

## Remarks

From the entrance questionnaire one of the most interesting issues was that the thematic day was not widely known: most people faced there were special programmes during the day just on the spot

Lars Wohlers 24.4.19 13:33

**Kommentar:** Good!! -> Marketing!!

Both the entrance and the exit questionnaire were a bit too long that's why many of the answers were short and laconic. Also, some questions were too general. (Did you get to know something interesting? – Many people simply answered "yes" or "no")

Lars Wohlers 24.4.19 13:32

**Kommentar:** too general, hard to work with or draw conclusions – general question brings about general answers, the latter are always hard to work with.

Question 6 on the thematic route in comparison to the observations prove that the two thematic routes (hunting, ornithological) should not have been listed, because people answered either this or that whereas on the basis of the "question of the day" and the observations we got to know that in most cases visitors do not notice there are thematic routes at all. So, in this point no idea should be given. "Which animal did you like the best" is not a very practical question: everybody will name another animal.

Lars Wohlers 24.4.19 13:33

**Kommentar:** no, the finding is helpful, as well as for interpretation and education as for marketing. There is no stand-alone attractive animal, that is an interesting finding.

It turned out not the spectacle feedings were not quite well communicated, many have not realized.

Lars Wohlers 24.4.19 13:35

**Kommentar:** seems as if there was no serious pre-test. A number of the problems listed here (which is a helpful result for the learning of the students) could have been avoided.

## Anhang 2: Visitor Survey in Skanzen - Hungarian Open Air Museum

### 1. Background of the research

In 2018, the Hungarian Open Air Museum was the target/focus institution of a joint visitor research by Association of Cultural Heritage Managers, Budapest Business School University of Applied Sciences and KON-TIKI Interpretive Planning, Training and Evaluation.

Two main areas were in focus:

- validating the methodology of visitors research
- how does sustainability appear in the respective institution

The project, called “Professionalisierung von BNE-Programmen in Ungarn”, was financed by the DBU (Deutsche Bundesstiftung Umwelt).

The Hungarian Open Air Museum broadened the perspective of the research and besides the formerly mentioned areas, data collection and analysis of primary feedbacks in sense of the operation and marketing communication of the institute were added to the main focus of the research. Thus aim of visiting, visitor’s preconceptions, preparations of the Museum done by visitors and satisfaction survey got in focus. We had a survey about venues they visited and how these should be improved.

### 2. Methodology

As the research was focusing on validation of methodology, interest and knowledge of visitors were analyzed in several ways in order to see which methodology fits the best our goals:

- Non-visitor questionnaire about the image of Skanzen – that was submitted by university and high school students.
- Short questionnaire for visitors who were polled at the entrance of the Museum. Key areas polled were the frequency and motivation of visit, how they obtained information beforehand.
- Longer satisfaction survey for visitors.
- Observation of visitors and of their motions mainly in the regional unit of Little Hungarian Plain. We were focusing on how much time they spent there and what they visited in the unit.
- Survey that measures the sustainability of one of the active venues – Wood-house.

The polls and observations were carried out by the students of the Business School, student and adult volunteers of the Museum on 9 days including festivals, weekends and weekdays in the period of spring, summer and fall. Altogether, we got usable information of 462 visitors that has the following distribution pattern:

- Non visitor questionnaire = 83
- Short questionnaire = 167
- Satisfaction survey = 69
- Observation of visitors = > 80
- Questionnaire about sustainability = 63



### 3. Summary

#### 3.1. Demographic informations:

- Majority of the submitters had tertiary (54%) or secondary (41%) graduation and were young middle-aged (age 35-49 – 35%) and came together with their families (74%). Promoting of family friendly activities recently has played a key role in the communication campaigns of Skanzen. Ratio of women (60%) was slightly higher than men's.
- More than three fourth of the polled people are not regular visitors: they have never or visited the Museum last time already several years ago.
- The Museum is located near to Szentendre, however number of the visitors coming from there was marginal. Most of the visitors came from Budapest – the capital that is 30km-away –, and nearby cities.

#### 3.2. Motivation of visiting

- Most of the visitors heard about Skanzen from friends, relatives and teachers, however TV-spots are still important and crucial and the importance of social media appearance is increasing.
- One fourth of the visitors surveyed did not do any preparation beforehand at all, meanwhile the majority used the internet to gain information on Skanzen. Official online channels (e.g. homepage) of Skanzen were used by only half of them.
- Altogether, visitors like Skanzen and enjoy being in the Museum. The two most important purposes of the visiting were primarily leisurely stroll, relaxation and secondly visit of the exhibitions and attractions.

#### 3.3. Satisfaction

- Satisfaction survey showed that environmental nature, work of the staff and quality of the family friendly venues (getting know the past, culture, trying out some handcrafts) were valued the most (over 4,6 points on a scale 1-5). Areas that shall be improved according to the survey were services provided by Skanzen and infrastructure.

#### 3.4. Results of sustainability surveys and polls

- Observation of the visitors' movement did not give us different result as we had expected earlier, only general statements were concluded: visitors spent more time on visiting venues, houses where activities or guided tours are available. During the visit they used the map to orientate themselves (e.g. to know where they are), however visited venues and attractions were picked randomly, based on impressions.
- Sustainability survey analyzed how the active venues transfer knowledge to the upcoming generations and how the visitors get it. Visitors come to Skanzen to relax and have fun and not to learn something new. At the Wood-house venue, most of the guests enjoyed handcraft, DIY activities the most. However, when they had to phrase what they got and learnt at the venues, elaborated answers were given like *"What I learnt that we could live a way simpler and in a more beautiful way"*.

### 4. Next steps

In the future, Museum will continue observation of visitors in order to improve the services to be more visitor-friendly and to enhance the marketing and event strategy of the Museum.

*Gabriella Fodor, head of communication department, Hungarian Open Air Museum*

## Anhang 3: MKVM sustainability evaluation project description

**WHEN?** 28.02,21.03,28.03,11.04,

**WHAT? WHO?**



In the second chapter of MKVM sustainability project from Feb 2019 to May 2019 there were two rounds of research with Budapest Business School students as volunteers. As earlier the situation several times during this period was that the museum was almost empty: there was definitely no visitors flow of any kind, so the students (21, 24, 20, 20) had to function as visitors.

### 1st research (sustainability goals):

After the experiences during the research that questionnaires were often found boring we decided to use a very simple visual quick test. After each visit the 17 Sustainable Development Goals chart was distributed and everyone had to mark which topic s/he thinks was in any way touched in either the Hospitality exhibition or the Commerce exhibition or in the temporary exhibition about Jewish commerce from 1867-1918 (after the so called emancipation act) .

### 2nd research : social sustainability



The temporary exhibition on Jewish retail and factory industry (Handlétől a Grand Caféig: cca: From Retail to the Grand Cafe 1867-1918) was open from 20 September to 30 April. (Originally they planned to close the exhibition at the beginning of Feb but for our request they decided to keep it open for 2 months longer. University students can come to volunteer only after the examination period that ends with the beginning of Feb.

The museum with this little temporary exhibition of Jewish content is a few minutes walk from the oldest (neo-classicist ) Jewish religious place in Budapest, the Óbuda Synagogue.



It turned out that the Jewish exhibition was organized without any co-operation with the synagogue although it is not only very close but also is very open minded place following the so-called Hasid tradition : they welcome visitors from everywhere and are glad to provide free guiding. They are also happy to answer all questions in order to make as many people become familiar with Jewish tradition as possible.

### **WHY (is it a part of sustainability discussion sdg, or pb?)**

**1st research (sustainability goals):** Hospitality and Commerce exhibitions could be abundant in touching most of these goals and there are in fact many issues that can be connected to the sustainability goals. The question of course is how much of these contents come through for the visit

Catering, hospitality and commerce before the WW II in urban context reveals numerous issues in connection how food was preserved and cooked, who made the food in urban middle class situations ( house maids), how urban people (were) served food, where they had the food from (villages), what ways raw material was transported to the city, how urban life effected country life, if clean water was available, etc. Both exhibitions + the temporary Jewish exhibition touch many of the so called sustainability goals. The exhibitions are very dense and most of the information is delivered through texts. In the first research period (Spring 2018) we tested how visitors get access to the huge material stuffed in the small museum.

In this round the main aim was to accentuate to what extent sustainability issues are accessible without guiding or interpretation. To measure which sustainability questions visitors claimed to have been touched in any way in the exhibition they were asked simply to mark which points they found any information about. As a result we can see how many points visitors think they have seen in comparison to the number of problems actually demonstrated in the exhibition.

**2nd research (social sustainability):** Places and spaces carry , deliver or contain meanings and heritage places are usually presented according to one or more narratives. What happens if a place has got parallel or contradictory meanings is one of the crucial questions of heritage interpretation. The quarter where MKVM museum is situated is widely known as Krúdy- quarter called after a famous Hungarian writer Krúdy Gyula ( The MKVM museum is actually in the former house of the author) Our research wanted to draw attention to the possibility that this little museum could “ go out” from its building and cooperate with other places of heritage so that more complex knowledges and experiences could be created .

The museum material is heavily burdened with the Krúdy tradition: one of the three permanent exhibitions is a Krúdy exhibition. With the opening of the temporary exhibition of Jewish commerce a sudden possibility opened up towards the Óbuda synagogue a few minutes walk away from the museum building. The museum did not use this opportunity at all, did not make any connection to the synagogue a’propos the Jewish exhibition.

Hence one of the most crucial questions in the exhibitions remained unclear: What does it mean to be a Jew? Is it a tradition, is t a religion, is it something genetic?

To bring together a Jewish commerce exhibition with a Jewish religious place could ( and in the little research experiment did) clarify such lacks of knowledge.

This little temporary Jewish exhibition could have been a good opportunity to call museum visitors’ attention to the fact that this quarter is not only the Krúdy quarter, but AT THE SAME TIME the oldest Jewish quarter of Budapest

This is a SOCIAL SUSTAINABILITY issue.

## **HOW? WHEN? WHERE**

**1st research ( sustainability goals):**the first two occasions (28.02,21.03, 11.04) two different groups of students participated ( 64 people)

### **2nd research (social sustainability)**

The idea was to have a simple possibility to visit the MKVM Jewish exhibition with no guiding and without even telling participants it would be investigated . On the second day the Jewish exhibition was guided: afterwards the same questions were put as on the first occasion.Right after this we walked up to the synagogue to have an hour guiding mainly on religious and tradition issues. Questions were put after the sybagogue visit.

There were occasions (the overlaps with the 2nd of sustainability goals, because on these occasions the same group of people participated not in the same number (28.03, 11.04,11.04 = 24+20+20=: they are 3 times the same people

28.02 group A sustainability test

21.03 group B sustainability test + Jewish exhibition (was not specificly asked to visit, no guiding, no interpretation)

28.03 group B : Jewish exhibition with guiding+ right after this Sanagogue visit

28.03 group B : Synagogue visit

11.04. group C sustainability test

Group A and group B are two different groups. Group A is a seminar group, they are the sam ont he three occasions ( there were some diferences in number)

To make it easier to handle we took the same 20 people in the 3 different turns of the mini-research .The guided museum visit was just before the synagogue visit. Questions were asked after the guided visit and then after the synagogue visit.

21 people do not even show a tendency, so we called it a mini-research.

This concrete research could not be continued because the temporary exhibition closed.But we at least introduced a problem that in different forms could later be researched.

## **EVALUATION**

### **1st research (sustainability goals)**

45 people evaluated the sustainability goal contents of the MKVM museum on 3 occasions (21 + 24 + 20people)

(It is usually assumed that 30-40 people can already) show a tendency

## **2nd research (social sustainability)**

### 1st occasion:

Volunteers were asked to walk round the exhibitions of MKVM museum. They were not specifically asked to focus on the Jewish exhibition. This way some did not even realize it was there, some just went in and came out because they did not find anything interesting there. Questions were asked afterwards.

### 2nd occasion:

The same people were given an exciting guiding by the vice director of the museum and the organizer of the exhibition Robert Török. Questions were asked afterwards.

### 3rd occasion (on the same day as the 2nd):

Visit to the Óbuda Synagogue with guiding

**AIM:** To show that Krúdy quarter and the traditional Jewish quarter are overlapping spaces i.e. different narrations of the same place. Furthermore any knowledge gained at the Jewish commerce exhibition could fruitfully be completed with information and impression gained with the synagogue guiding.

The Jewish community is very vivid and outgoing, but it seems there is not enough response or recipient. To connect all those people who perceive the territory as their own excluding other experiences and readings should get connected. Connecting the MKVM and the synagogue a'propos of a temporary exhibition is a *social sustainability issue*

## Anhang 4: MKVM Sustainability Goals – Visual Test

### MKVM sustainability goals - Visual test



#### WHEN?

28.02: 24 visitors/21.03:20 visitors/11.04: 20 visitors = Total of 64 visitors

Total number of tickings on the 17 sustainability goals board:

1. 16
2. 8
3. 10
4. 34
5. 24
6. 4
7. 1
8. 31
9. 38
10. 9
11. 18
12. 12
13. 2
14. 0
15. 13
16. 14
17. 16

Industry, innovation, infrastructure (9) and quality education (4) and decent work and economic growth (8) got the highest scores (above 30) and 1,12,15,16, 17 reached a number between 10-20.

6 (clean water and sanitation), 7 (affordable and clean energy), 13 (climate action), 14 (life below water) got the lowest scores.

Some of the middle and low score sections are definitely topics the exhibitions DO deal with,

Zero hunger (2): there is a lot of information about food and food preparation in both the commerce and the hospitality exhibitions), clean water and sanitation (6) does come up in relation to almost every detail of the exhibition.

#### **An example: the housemaid issue:**

One of our focus in the autumn research period was whether and how visitors realize information on pre-war housemaids, a social issue that can easily be paralleled in contemporary household servants mostly „imported from Transylvania to Hungary or from Hungary to England).

1,5,8,10,16 could have been brought into connection with this issue making correlation among them. But the results show 1 and 5 are not so low, but the rest of the aspects are lower.

This again meets the earlier (autumn) results showing that few people realized the really considerable material on the household maids. The densely packed exhibition lets visitors get lost sometimes among the pieces of information

#### **Problem for foreign visitors: 11 out of 65 people**

They mostly ticked only 1 (5 people) or no image (2 people), in 4 cases 3 images. When asked it turned out they fully understood the task but could not find information for the rest of the images (on the 17 image boards).

This result btw meets the result of the questionnaires: all the exhibitions of the museum are hard to follow for foreigners. The way they can get access to the contents is only through A4 sheets of summary info for each exhibition room. This, they claimed is very boring and made them to give up following it very soon.

The written and alternative (video) information and experience available in the exhibitions is by far not equal in Hungarian and in English. For foreigners the accessible contents is on a much lower level.

#### **Summary:**

The quick sustainable goals image ticking research also showed that visitors tend not to notice important information. This is true in terms of sustainability goals as well. Lots of information gets lost in the overwhelming amount of traditionally exhibited sources.

Although the exhibition presents several connection points between earlier issues and contemporary sustainability problems it may not reach the goals if the visitor leaves the place without finding connection points that make him/her get involv

## Anhang 5: Concluding points of criticism from KÖME

In the course of the 1,5 year research our concept was not to give ready-made methods for the sites to follow on the basis of the idea that the methods themselves are also terrains of investigation for us in a visitor study project.

All the three sites have chosen questionnaires as research tools. In all the three cases we can say the questionnaires were too long and detailed to an unnecessary extent and not statistically correct.

**In Vadaspark** the questions were very general besides the demographic issues and although the target of research was the „Hunting Route“ most of the questions did not refer to this.

Although the questionnaire was not changed from the second time onward 1-2 extra questions were added. Instead of: „What have you learnt from the hunting route“ some very concrete questions were asked like „Why is it wrong to feed birds from spring to autumn?“ or „Why is the lynx a protected species?“ The questionnaires were not just given to people but volunteers personally asked them. In fact otherwise it may not have been successful. It is an increasing impression that people do not like q-s and seem to have less patience than earlier. In Vadaspark the extra research questions (listed above) gave more information concerning the basic topic (hunting) than the lengthy questionnaires.

**In MKVM** museum the problem was roughly the same. Besides the questionnaires put together by a museum colleague every time (1-2) extra questions were asked from volunteer-visitors concerning environmental and social sustainability issues. In the end the merely visual solution of picking from the 17 sustainability logos seemed the quickest solution. Visuality-based tools seem to be solutions for the future. The answer is quick and visitors feel more like quickly ticking than concentrating for a number of questions. Actually if they are not helped by volunteer questioning often the spaces of questionnaires are left blank or some hasty yes or no answer is given. This visual solution is a simple experiment, but it seems in the future this is the track that should be followed.

**In case of Skanzen** questionnaires were even more complicated than in the other two cases: often the possibility of multiple choices were given. In case more than one features had to be asked the procedure became more complicated, the answering time got longer and the rhythm slowed down.

To sum up in case of all the three sites the questionnaires were far from professional and on the whole it resulted in a lot of extra work. Most of the questions did not really run up to anything significant and because of the numerous questions they were difficult to handle.

The observation based procedures were more successful and more efficient not to speak about the volunteers who tremendously enjoyed this type of work

Selected questions from questionnaires were very useful to work with. In a possible next round questionnaires have to be put together with the help of professionals.

It seems to be proved on this level as well that sites need professional support and expertise.



**VSG CONFERENCE 2019: Reflecting the Wider World, Advocating for Change? Programme #VSGconf19**  
**Thursday 7<sup>th</sup> and Friday 8<sup>th</sup> March 2019, National Gallery, London**



DAY 1: Thursday 7 <sup>th</sup> March 2019			
<b>09.30-10.00</b>	Registration and welcome coffee		
<b>10.00-10.10</b>	<b>Welcome by VSG Committee</b>		
<b>10.10-11.00</b>	<p><b><i>The Conversation: The Next Ten Years- Reflecting on what's next for arts, museums and libraries in a changing landscape</i></b>  <b>Keynote Speaker: Holly Wicks (BritainThinks)</b></p> <p>Presenting findings from the largest and most comprehensive recent ACE-led primary research study into the future of arts, museums and libraries, this keynote will explore the challenges facing the sector to maintain and communicate relevance in the next 10 years, and what a changing landscape means when seeking to engage audiences, participants and the future workforce.</p>		
<b>11.00- 11.30</b>	Coffee break and networking		
<b>11.30- 12.15</b>	<p><b><i>How we can make our cultural centres truly reflect our 'worlds'?</i>, London Museum Development Diversity Matters Programme, Deanne Naula (Museum of London), with speakers from participating programmes</b></p> <p>Challenging delegates to think about their own diversity practices in their organisations, this session examines the issue of diversity within our cultural organisations. Exploring some of the practical ways in which diversity in the sector is currently being addressed we will hear what museums are currently doing to increase engagement with their collections and participation in public programmes for visitors from all backgrounds, as well how the sector is supporting emerging good practice around diversity.</p>		
<b>12.15- 13.00</b>	<p><b><i>Diversity Matters: Workshop, Sarah Phillips (Engage Leadership course)</i></b></p> <p>Following on from the <i>Diversity Matters</i> presentations, this participatory session will allow delegates to explore some of the key themes emerging, as well as touch on elements that have been found to be prevalent in organisational change around diversity.</p>		
<b>13.00- 13.45</b>	Lunch ( <b>VSG AGM 13.45- 14.00</b> )		
<b>14.00- 15.00</b>	<p><b><i>A Tourism Vision for London, Harry Mirpuri (London and Partners)</i></b></p> <p>In this session Harry will showcase insights from a range of visitor studies and how they've been used to set out a Tourism Vision for London, inform campaign strategy and create innovative tourism products. Harry will also showcase how London &amp; Partners uses innovative approaches to engage and inspire people to amplify London's story globally.</p>		
<b>15.00- 15.15</b>	Comfort Break		
<b>15.15-16.00</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b><i>Parallel Session 1A: Reflecting trends in the practice of visitor studies</i></b>  <b><i>Nudge, Nudge, principles and applications</i></b>  <b>Katie Vosper &amp; Jacqui Banerjee (BVA-BDRC)</b></p> <p>This session will help to inform delegates about the principles of 'nudge' theory, and to provoke ideas about how it could be used to guide visitors to make better choices in ways that improve their experience and as such benefit the attraction itself.</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b><i>Parallel Session 1B: Reflecting trends impacting the visit experience</i></b>  <b><i>The role of Dads in Museums, Miriam Rayman, Annik Somerville &amp; Helen Rider (Family Affair) // Raising the Bar: Children's expectations with visitor experiences, Lesley Salem (Brand Genetics)</i></b></p> <p>Miriam will present findings from a white paper on modern masculinity and the importance of Dads (both social and biological) in the raising of the next generation and Lesley will discuss Generation Z and what influences are shaping children's expectations with visitor experiences.</p> </td> </tr> </table>	<p><b><i>Parallel Session 1A: Reflecting trends in the practice of visitor studies</i></b>  <b><i>Nudge, Nudge, principles and applications</i></b>  <b>Katie Vosper &amp; Jacqui Banerjee (BVA-BDRC)</b></p> <p>This session will help to inform delegates about the principles of 'nudge' theory, and to provoke ideas about how it could be used to guide visitors to make better choices in ways that improve their experience and as such benefit the attraction itself.</p>	<p><b><i>Parallel Session 1B: Reflecting trends impacting the visit experience</i></b>  <b><i>The role of Dads in Museums, Miriam Rayman, Annik Somerville &amp; Helen Rider (Family Affair) // Raising the Bar: Children's expectations with visitor experiences, Lesley Salem (Brand Genetics)</i></b></p> <p>Miriam will present findings from a white paper on modern masculinity and the importance of Dads (both social and biological) in the raising of the next generation and Lesley will discuss Generation Z and what influences are shaping children's expectations with visitor experiences.</p>
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<b>16.00- 16.15</b>	Reflections and looking ahead to Day 2.		
<b>16:15- 17.15</b>	Networking drinks, followed by optional VSG Social – drinks and dinner locally. <i>Please sign up at conference check-in desk if you would like to join us for dinner.</i>		

DAY 2: Friday 8 <sup>th</sup> March 2019			
09.30-10.00	Registration and welcome coffee		
10.00-10.10	<b>Welcome by VSG Committee</b>		
10.10-11.00	<p><b>Keynote Speaker: Rachel Thain-Gray, <i>Decoding Inequality</i> Interpretation Coordinator, Glasgow Women's Library</b></p> <p><b>Embedding the values of cultural activism in our personal and professional practice</b></p> <p>This keynote will explore the notion that by adopting the role of cultural activist, we activate meaningful and transformative change in our organisations, and the wider global sector, by aligning our values for social good, deconstructing the power relationships between museums and people, and unpacking the methods that have established, and maintain inequality of access to museums.</p>		
11.00-11.30	Coffee break and networking		
11.30- 12.15	<p><b>Visitor Services on the front line: How Colston Hall is responding to changing opinions and pressure locally and nationally on the divisive issue of its name change, Sarah Robertson (Colston Hall)</b></p> <p>Colston Hall is an arts organisation re-imagining its relationship with its community and city, and holds a central space in the growing debate about how cities recognise and remember difficult or controversial histories and welcome diverse audiences. This session will explore the role of the civic and cultural institution in these changing times, discussing the deeper issues around colonialism and whose voices are heard in our cultural institutions.</p>		
12.15- 13.00	<p><b>Panel Discussion- Trends on trial: Whose job is it anyway?</b></p> <p><b>Chair: Jen DeWitt, VSG Committee</b></p> <p>Join Sarah Robertson, Terry Watkins, Deanne Naula and Dan Wormald in this panel discussion where we explore some of the key themes that have been emerging over day one and day two of the conference and debate if and how we should respond to trends.</p>		
13.00- 13.45	Lunch		
14.00- 14.45	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Parallel Session 2A: Reflecting trends in the practice of visitor studies: Agile approaches to research, exhibition and programme design</b></p> <p><b>Kati Price (V&amp;A Museum), Jane Findlay (Dulwich Picture Gallery) and Steve Slack (Heritage Consultant)</b></p> <p>This session will explore the theory and practice of agile design. A case study on Dulwich Picture Gallery's 'Unlocking Paintings' programme, and examples from the V&amp;A's digital media team, will showcase how the spirit of agile design, though not necessarily the exact methodology, are helping these organisations respond to audience needs on an iterative basis.</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Parallel Session 2B: Reflecting trends impacting on the visitor experience: Using large scale research to impact lives</b></p> <p><b>Matt Sheard (Museum of the University of St Andrews)</b></p> <p>A case study on how large-scale research into attitudes towards migration influenced the design of the 'Encountering Fife' project, aimed at attracting new audiences, giving refugees a voice, assisting language learning and supporting integration.</p> </td> </tr> </table>	<p><b>Parallel Session 2A: Reflecting trends in the practice of visitor studies: Agile approaches to research, exhibition and programme design</b></p> <p><b>Kati Price (V&amp;A Museum), Jane Findlay (Dulwich Picture Gallery) and Steve Slack (Heritage Consultant)</b></p> <p>This session will explore the theory and practice of agile design. A case study on Dulwich Picture Gallery's 'Unlocking Paintings' programme, and examples from the V&amp;A's digital media team, will showcase how the spirit of agile design, though not necessarily the exact methodology, are helping these organisations respond to audience needs on an iterative basis.</p>	<p><b>Parallel Session 2B: Reflecting trends impacting on the visitor experience: Using large scale research to impact lives</b></p> <p><b>Matt Sheard (Museum of the University of St Andrews)</b></p> <p>A case study on how large-scale research into attitudes towards migration influenced the design of the 'Encountering Fife' project, aimed at attracting new audiences, giving refugees a voice, assisting language learning and supporting integration.</p>
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14.45- 15.45	<p><b>Responding to trends and attracting new audiences – what's happening right now: Chair: Anne Torregiani, The Audience Agency</b></p> <p><b>Emerging trends from Audience Finder: what's next for audience development?, Anne Torregiani (The Audience Agency)</b></p> <p><b>Responding to the 'Experience Economy': Theatre, immersive late-night events and interpretive dance in the museum, Marie Hobson (Natural History Museum)</b></p> <p><b>Responding to the podcast audience: Outliers and stories from the Edge of History, Emma Morioka and Adam Sibbald (Historic Royal Palaces)</b></p> <p>This final panel explores some of the developments currently taking place. The Audience Agency holds the largest cultural dataset in the world and will present some of the challenges museums face as well as predictions for future visitor trends. NHM and HRP will share their experiences of trialling different approaches to reaching new groups in response to the challenges of a changing society.</p>		
15.45 –16.00	<b>Closing remarks from VSG Committee</b>		

# CONNECTED AUDIENCE 2019 BERLIN

3<sup>RD</sup> INTERNATIONAL  
CONFERENCE ON  
AUDIENCE RESEARCH  
AND DEVELOPMENT

APRIL 4 - 6  
KULTURFORUM,  
STAATLICHE MUSEEN  
ZU BERLIN



**DAY 1 - THURSDAY, APRIL 4**

TIME	PROGRAMME	WHERE
10.15 - 11.45	<b>GUIDED TOUR</b> For participants who are already in Berlin in the morning (booking required)	Hamburger Bahnhof - Museum für Gegenwart
<b>12.00 - 14.00</b>	<b>REGISTRATION</b>	<b>Kulturforum</b>
14.00 - 14.30	<b>WELCOME &amp; INTRODUCTION</b>	Kulturforum
14.30 - 15.15	<b>KEY NOTE: MARIA GENDRON (US)</b> , Yale University - Emotions and learning	Kulturforum
15.15 - 15.30	<b>Q&amp;A AND PROVOCATEUR 1</b> Connecting keynote to practice	Kulturforum
15.30 - 16.15	<b>SHEILA WATSON (UK)</b> , Leicester University, Museum Studies Museums as emotional places	Kulturforum
17.15 - 18.30	<b>ANJA SCHALUSCHKE (DE)</b> , <b>Welcome</b> Museum for Communication Get connected - with staff from the Museum for Communication	Museum for for Communication
18.30 - 21.00	<b>EVENING WELCOME RECEPTION</b>	Museum for Communication



**DAY 2 – FRIDAY, APRIL 5**

TIME	PROGRAMME	WHERE
08.00 – 09.00	<b>OPEN FORUM – EARLY MORNING COFFEE</b> Join your hosts – reflections from the day before	Kulturforum
09.00 – 09.45	<b>KEY NOTE: PAUL SPIES (DE) and BRINDA SOMMER (DE),</b> Stadtmuseum Berlin – Connecting the audience	Kulturforum
09.45 – 10.15	<b>Q&amp;A AND PROVOCATEUR 2</b> Connecting keynote to practice	Kulturforum
10.15 – 10.45	Coffee break	
10.45 – 12.00	<b>SESSION 1</b> <b>IMPORTANT BUT DIFFICULT STORIES</b> <ul style="list-style-type: none"> <li>• <b>DEMETRA SOCRATOUS (CY)</b>, Drama Facilitator – Impact of the use of drama with young children</li> <li>• <b>BERND HOLTWICK (DE)</b>, DASA – Dive in deep! Exploring the benefits of storytelling in exhibitions</li> <li>• <b>JOE HANCOCK (UK)</b>, Burn the Curtain – The role of movement, magic and shared experiences in cultural understanding and engagement</li> </ul>	Kulturforum Concurrent Session
10.45 – 12.00	<b>SESSION 2</b> <b>THE ROLE OF EMOTIONS IN VISITOR ENGAGEMENT</b> <ul style="list-style-type: none"> <li>• <b>MARIE HOBSON (UK)</b>, Natural History Museum – Biodiversity</li> <li>• <b>KATERINA MAVROMICHALI (GR)</b>, Archeologist – An innovative outreach programme and the aesthetic third</li> <li>• <b>EWA GOODMAN (BE)</b>, House of European History – The role of emotions in visitor engagement and satisfaction</li> </ul>	Kulturforum Concurrent Session
12.00 – 13.15	<b>SESSION 3</b> <b>APPROACHING DIFFICULT NARRATIVES AND DECISION MAKING</b> <ul style="list-style-type: none"> <li>• <b>JANE REDLIN (DE)</b>, Museum of European Cultures – The role of emotions and cultural experiences</li> <li>• <b>ARETI DAMALA (FR)</b>, Hellenic Open University – Scaffolding difficult heritage narratives</li> <li>• <b>MARTIN BRANDT DJUPDRÆT (DK)</b>, Den Gamle By – Let the decision makers do the audience research</li> </ul>	Kulturforum Concurrent Session



**DAY 2 – FRIDAY, APRIL 5**

TIME	PROGRAMME	WHERE
12.00 – 13.15	<p><b>SESSION 4</b>  <b>CAN MUSEUMS HELP PEOPLE BE MORE EMPATHIC?</b></p> <ul style="list-style-type: none"> <li>• <b>LAURA DRAVNIECE</b> (LV), Latvian National Museum of Art – Let's be friends</li> <li>• <b>KARLEEN GARDNER</b> (US), (Minneapolis Institute of Art – Fostering empathy through the visual arts</li> <li>• <b>RACHEL MACKAY</b> (UK), Kew Palace – Madness of King George</li> </ul>	<p>Kulturforum                      Concurrent Session</p>
13.15 – 14.15	Lunch	
14.15 – 15.15	<p><b>CONNECTED AUDIENCE DIALOGUE 1</b>                      Small Group discussion – How can we apply what we've heard at the 2 keynotes to our work?</p>	Kulturforum
15.15 – 17.00	<p><b>AUDIENCE RESEARCH FORUM</b> with <b>JOHN FALK</b> (US) &amp; <b>JUDY KOKE</b> (US), Institute for Learning Innovation</p>	Concurrent Session
15.15 – 17.00	<p><b>WORKSHOP 1</b> - Empathy building through emotions with <b>ELIF GOKCIDEM</b> (US), <b>ORNA COHEN</b> (DE) and <b>THOMAS ROCKWELL</b> (US), Dialogue Social Enterprise</p>	Concurrent Session
15.15 – 17.00	<p><b>WORKSHOP 2</b> - Designing for emotions with <b>TOM OWEN</b> (US) &amp; <b>DIANE LOCHNER</b> (US), PGAV-Destination</p>	Concurrent Session
15.15 – 17.00	<p><b>WORKSHOP 3</b> - Visitor experience mapping with <b>CHRISTIANE BIRKERT</b> (DE), Jewish Museum Berlin</p>	Concurrent Session
15.15 – 17.00	<p><b>WORKSHOP 4</b> - The importance of training front of house staff with <b>IRENE KNAVA</b> (AT), Audiencing</p>	Concurrent Session
15.15 – 17.00	<p><b>WORKSHOP 5</b> - Theatre - more than a stage with <b>KATHARINA WENZEL</b> (DE) &amp; <b>FRIEDERIKE BUSCH</b> (DE) Deutsches Theater</p>	Concurrent Session
17.00 – 17.30	Coffee Break	
17.30 – 18.15	<p><b>CONNECTED AUDIENCE DIALOGUE 2</b>  <b>UN-CONFERENCE SESSION</b> - want to discuss an idea?                      Participants choose the topics</p>	Kulturforum
18.30 – 21.00	SMB EVENING RECEPTION, Drinks and buffet	Kulturforum



**DAY 3 - SATURDAY, APRIL 6**

TIME	PROGRAMME	WHERE
08.00 - 10.00	<b>EMOTION LAB</b> with <b>LISA BAXTER</b> (UK) & <b>PHILIPPE BRASSEUR</b> (BE), The Experience Business - An exploratory, experiential exercise in emotional tuning-in and design	Kulturforum Concurrent session
08.45 - 10.00	<b>SESSION 5 - BUILDING RELATIONSHIPS THROUGH EMOTIONS</b> <ul style="list-style-type: none"> <li>• <b>EMMA MORIOKA</b> (UK), Historic Royal Palaces - Transforming the past: the role of emotions in the audience experience</li> <li>• <b>IRINA MIHALACHE</b> (CA), University of Toronto - Museum Studies - The state of 'emotions' in contemporary museum dining: food as disconnect</li> <li>• <b>MIRIAM WENZEL</b> (DE), Jewish Museum Frankfurt - Experiencing jewish culture with all senses</li> </ul>	Kulturforum Concurrent session
10.00 - 10.30	Coffee break	
10.30 - 11.15	<b>KEY NOTE: JOHN FALK</b> (US), Institute for Learning Innovation - Emotions and museum-going	Kulturforum
11.15 - 11.30	<b>Q&amp;A AND PROVOCATEUR 3</b> Connecting keynote to practice	Kulturforum
11.45 - 13.00	<b>SESSION 6 - HEARING SENSATIONS, MEASURING IMPACT</b> <ul style="list-style-type: none"> <li>• <b>MARTIN TRÖNDLE</b> (DE), Zeppelin University - from mapping the museums experience to measuring the concert experience</li> <li>• <b>KERSTIN GLASOW</b> (AT), Wiener Konzerthaus - Creating an emotional brand: re-positioning the Wiener Konzerthaus</li> <li>• <b>JANA MARKS</b> (DE), Carl von Ossietzky University of Oldenburg - The meaning of emotions for experiencing interactive exhibitions</li> </ul>	Kulturforum Concurrent session
11.45 - 13.00	<b>SESSION 7 - INTEGRATING TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• <b>LUDOVICO SOLIMA</b> (IT), Second University of Naples - Games and emotional engagement</li> <li>• <b>SIMONE EICK</b> (DE) &amp; <b>KATIE HEIDSIEK</b> (DE), German Emigration Center Bremerhaven - Digital strategies to present emotions alongside facts and figures</li> <li>• <b>ANNA KOVALEVA</b> (RU), Boris Yeltsin Presidential Museum - Shaping hearts, enlighting minds, winning loyalty</li> </ul>	Kulturforum Concurrent session
13.00- 14.00	Lunch	



**DAY 3 - SATURDAY, APRIL 6**

TIME	PROGRAMME	WHERE
14.00 - 14.45	FISHBOWL DISCUSSION with MARIA GENDRON, MARTIN TRÖNDLE, SHEILA WATSON, JOHN FALK, ELISABETH TIETMEYER & YOU Creating emotions in cultural experiences - what are the ethical boundaries?	Kulturforum
14.45 - 15.45	THE FLOOR IS YOURS	Kulturforum
15.45 - 16.30	IMAGINING THE FUTURE SESSION	Kulturforum
16.30 - 16.50	PROVOCATEURS REFLECT ON CONFERENCE	Kulturforum
16.50 - 17.00	CLOSING REMARKS	Kulturforum

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# Final Conference „Value the visitor”

*Visitors’ study forum for natural and cultural heritage site professionals*

**21-22 February - Budapest Business School (BGE), Aula, 29-31 Markó utca**

## **21 Feb 2019**

**9.30** Registration

**10.00-10.25** Opening and warming up, Dr Lugasi Andrea (Dean of BGE), Bóczén Árpád, ( KÖME), Dr Thomas Pyhel (DBU)

**10.25-10.50** Tourist, passenger, visitor. Visitors of natural and urban landscapes as special visitors: Kádár Bálint architect, urbanist professional (Budapest Technical University) and Benkhard Borbála geographer, environmental ecologist, tourism expert (Debrecen University)

**10.50-11.15** General visitors and others: Dúll Andrea environmental psychologist ELTE PPK university) and Bonecz Ervin (90 decibel) on available facts and data we can get to know about visitors’ characteristics and needs without measuring (psychological knowledge)

**11.15-11.35** Coffee break

**11.35-12.00** The meaning of success and value in case of institutions with different profile and capacities. Nagy Magdolna director introduces the quality structure project in the making by the Museum Education and Methodology Center

**12.00-12.25** Who are our visitors? What do they think? Why we need to know and how to find out. Nicola Bell heritage interpretation expert English language lecture about how visitor study can serve the sustainability of an institution (What is the point of it and how should it be done? What are the aspects of the preparations? How can this be integrated into the management activity?)

**12.25-13.00** Lars Wohlers - Interpretation expert introduces the background of the project done by KÖME-BGE-Kon-Tiki experience planning company in Szentendrei Skanzen, Magyar Kereskedelmi és Vendéglátóipari Múzeum and Budakeszi Vadaspark . He presents the visitor observation application evaluated as part of the project

**13.00-14.00** Sandwich lunch and market of ideas

**14.00-15.30** Parallel workshops (Registration on the spot)

1. What do you need for a good education programme (from the perspective of the participant)? Joó Emese museum education ( Etnography Museum) Pacsika Márton SZNM Museum education and Methodology Centre) Szabon Márta zoo education, (Budaest Zoo), Szmoradné Tóth Erika environment education (Aggtelek National Park) Kardos Katalin circus education (Capital Circus of Budapest) – the list of the participants is extending
2. Make your Action Plan. Practical Skills for visitor research. Action plan for audience measuring (only on 21 Feb, in English)

3. „Not ordinary visitors and visitors with special needs”. Dabi-Farkas Rita museum education (Ludwig Museum) Árpádházy-Godó Csaba programming, Pillinger Zsuzsa special education expert, Bonecz Ervin (90 decibel)- the list of participants is extending
4. The place and significance of effect measurement from the aspect of our work and institution. Why is it important to measure the effect of our programmes? What do we use our results for and what are we willing to do for it?
5. Csordás Izabella, coach, trainer organization development and mental hygiene expert, earlier worked for Budapest Museum of Fine Arts. Bakó Csaba (SIMPACT)
6. Visitor experience and quality. What can be qualified from the aspect of experience and the (potential) visitors? Nagy Magdolna director Skanzen, MOKK, Fehér Miklós Director of Library Institution, Heilauf Zsuzsa director of Tomory Lajos Museum, Márkus Marianna director of Hatvany Lajos Múzeum, Horváth Anita communication director of Skanzen Open Air Ethnography Museum, Szájbely Ernő Zwack Unicum Múzeum, Pádárné D. Török Éva director of National Park and Environment Dept Ministry of Agriculture.

**15.30-15.50** Coffee Break

**15.50-16.50** Podium talk (members not finalized yet /Puczkó, Békássy Tamás Budapest Welcome Touristic + workshop leaders

During the forum a travelling exhibition of Petőfi Literature Museum (PIM) will be installed and exemplarily evaluated (Title: "I have been to the present and I have lived in the future") created for the Arany János centenary 2017)

21 February: Market of Ideas - IT tools, visitors study researches and results.

## **22 February Fri**

**10.00-10.15** Intro

**10.30-12.00** Workshops

**12.00-12.30** Evaluation of forum results

**12.30-13.15.** Lunch

**13.15-1400** Departure to Field Trips

**Sites of trips (Cooperative partners):** Rock Hospital Nuclear Bunker, Ludwig Museum, Petőfi Literature Museum (PIM), City walk in the Zoo, Inner City Parish Church, Sas-hill visitor center, Szemlő-hill Stalactite Cave, MKVM