



AUDIENCE: PUBLIC RELATIONS

Monday, 24 June 2019 | 9:00am–5:00pm

Rio Grande Depot, 300 Rio Grande Street, Salt Lake City, UT 84101

Kari Ross Nelson (Independent Evaluator) & Mindy Wilson (Utah Museum of Fine Arts)

8:30–9:00 am	Arrivals so we can start promptly
9:00–9:15 am	Welcome & Overview (Everyone) <ul style="list-style-type: none">▪ Housekeeping, group ground rules▪ Agenda overview and goals for today
9:15–9:30 am	Homework Reporting Out (Everyone) <ul style="list-style-type: none">▪ Report on Institutional Identity Exercise assigned in Month 1
9:30–10:30 am	Getting Personal: Creating Personas for Museum Visitors (Kari) <ul style="list-style-type: none">▪ Digging deeper to understand your audience▪ HANDS-ON ACTIVITY #1 Getting Personal with Personas
10:30–10:45 am	BREAK
10:45–12:00 am	Start Spreading the News: Methods & Tools (Mindy) <ul style="list-style-type: none">▪ Nuts & bolts of reaching your audience(s)▪ HANDS-ON ACTIVITY #2 Communication Strategy
12:00–1:00 pm	LUNCH (on your own)
1:00–1:15 pm	Homework Reporting Out (Everyone) <ul style="list-style-type: none">▪ Report on Of/By/For/All self-assessment activity assigned in Month 1
1:15–2:30 pm	Community Relations & Building New Audiences (Mindy) <ul style="list-style-type: none">▪ Being a good neighbor as the foundation for building new audiences▪ HANDS-ON ACTIVITY #3 Community Relations
2:30–2:45 pm	BREAK
2:45–4:00 pm	Visitor Experience & Guest Services (Kari) <ul style="list-style-type: none">▪ Eight steps to great visitor experiences▪ HANDS-ON ACTIVITY #4 Journey Mapping
4:00–4:30 pm	Wrap-up (Mindy, Jennifer, Kari – with special guest stars Robyn & Glenna) <ul style="list-style-type: none">▪ Recap & key takeaways, resources, forecast of COLL module▪ Self-assessments for AUD and COLL, Module Checklists, StEPs Certificates, Project Funds▪ Plan for mid-point evaluation interviews
4:30–4:45 pm	AUD Module Evaluation (Kari & Everyone) <ul style="list-style-type: none">▪ Because everyone loves a survey!
4:45–5:00 pm	Mentor Groups Break-out (Mentors with their 2-3 groups) <ul style="list-style-type: none">▪ How will today's content help you wrap up this module?
