



StEPS-UT Audience Public Relations

HANDS-ON ACTIVITY #1 = 45 minutes **Getting Personal with Museum Visitor Personas**

A persona is a composite profile of a person that's based on real people who visit your museum. They are not demographic profiles, but are based on behavior and attitudes – what people do, say, think, or feel – that can cross demographic boundaries. A set of personas can be used across the organization as common reference for marketing projects.

Instructions:

- 1) **Break into your museum groups.**
 - 2) **Complete a PERSONA DATA SHEET (see over for template) for two different critical audience members (30 minutes):**
 - a) **Recall your five critically important audiences you identified in Month 2 workshop.**
 - b) **Identify two of those audiences to work on today and create a fictitious visitor for each.**
 - c) **Complete the data sheet for two of these audiences.**
 - d) **Using the template and materials supplied, create a persona for each of these visitors by completing the data sheet (over).**
 - 3) **With a persona created, consider:**
 - a) **What would be an effective marketing message, and where could you place it?**
 - b) **How you help the visitor achieve their goals related to a museum visit?**
 - c) **How you help solve their concerns related to a museum visit?**
 - 4) **Share your personas – and what you learned by creating them – with the larger group (15 minutes).**
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Lessons learned from this exercise:

PERSONA DATA SHEET

Picture:	Name:	Household Income:
	Age:	Location: Urban / Suburban / Rural
	Gender:	Education:
	Occupation:	Family:
Falk Visitor Identity(ies) – Goal for Museum Visit Explorer, Facilitator (Social or Parent), Experience Seeker, Professional/Hobbyist, Recharger		
Goals for Museum Visit: <ul style="list-style-type: none"> ▪ Primary goal ▪ Secondary goal 	Challenges / Barriers to Visit: <ul style="list-style-type: none"> ▪ Primary challenge ▪ Secondary challenge 	Quote:
Primary Values for a Museum Visit:	Primary Concerns for a Museum Visit:	
Hobbies:	Brand Loyalties:	Info Sources: