## INTERPRETATION

**STORYTELLING: DIFFICULT STORIES & INTERPRETATION POLICY**

Monday, 18 May 2020 | 9:00am–3:00pm  
Webinar delivered over Zoom Platform – check email for link  
Virginia Catherall (Museum Educator) & Lisa Thompson (Interpretive Planner)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:30–9:00 am</td>
<td>Zoom channel open to join, trouble shoot, settle in</td>
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| 9:00–9:15 am  | Welcome and Introductions (Megan & Everyone)  
▪ Greetings, Zoom etiquette, housekeeping, group ground rules  
▪ Agenda overview and goals for today |
| 9:15–9:45 am  | Assignment Review & Project Discussion (Virginia & Lisa)  
▪ Quick review and opportunity to ask questions about Month 1 assignment  
▪ How are you thinking about the work of this module in the context of your museum?  
▪ What interpretation project are you considering? |
| 9:45–10:30 am | Telling Difficult Stories | Part 1 (Virginia)  
▪ What are Difficult Stories? Why tell them?  
▪ CHAT BOX DISCUSSION: Telling Difficult Stories |
| 10:30–10:45 am| BREAK – 15 minutes                                                      |
| 10:45–12:00 pm| Telling Difficult Stories | Part 2 (Virginia & Lisa)  
▪ Do your research!  
▪ Four strategies for telling difficult stories  
▪ Case studies to consider |
| 12:00–12:30 pm| LUNCH BREAK – 30 minutes                                                |
| 12:30–1:15 pm | Telling Difficult Stories | Part 3 (Virginia & Lisa)  
▪ Case Study: “The Meaning of a Monument”  
▪ HANDS-ON ACTIVITY #1 | Telling a Difficult Story Discussion |
| 1:15–1:30 pm  | BREAK – 15 minutes                                                      |
| 1:30–2:45 pm  | Creating an Interpretation Policy (Lisa)  
▪ How an Interpretation Policy can benefit your museum (with template!)  
▪ HANDS-ON ACTIVITY #2 | Visitor Experience Goals: Why Tell Stories? |
| 2:45–3:00 pm  | Wrap-up & Look Ahead (Instructors & Everyone)  
▪ Recap of the day, key takeaways, due dates, certificates  
▪ Administrative for next time |
| 3:00 pm onward| Mentor Groups Break-out (Mentors with their 2-3 groups)  
Break into Museum Specific or Mentor Specific Zoom Rooms for Discussion of:  
▪ How has today’s content affected your priorities?  
▪ Discussion of module projects |