

PUT YOUR BEST FOOT FORWARD - NOT IN YOUR MOUTH! PRACTICAL TRAINING FOR FRONTLINE STAFF AND MANAGERS

Monday, May 19, 2008 10:00 AM - 3:15 PM
Fitchburg Art Museum, Fitchburg, MA

10:00 AM Welcome

10:10 AM Training and Motivating Frontline Staff - 3 Perspectives

David Marino, Project Manager, The Broad Institute, MIT, Cambridge, MA

Raise the Curtain on Customer Service:
Using basic techniques from traditional and improvisational theater, managers can train their staff in a memorable and engaging way. With no theater background required, managers are given the tools and philosophy to promote dynamic and helpful visitor interactions.

Noelle Foye, Education Director, Fuller Craft Museum, Brockton, MA

Seeing the Big Picture: The museum's visitor surveys often praise the helpfulness and welcoming attitude of staff. Ms. Foye will share the museum's blueprint for building customer service into all departments and the methods it employs to train and motivate staff, encourage non-education staff to be more interactive and welcoming, and culti-

vate staff teamwork to promote the "big picture" goals of the museum.

Amy Spencer, Education Director, The Children's Discovery Museum, Acton, MA

Explore a case study of the museum's new interpretive training program designed to get teenage exhibit staff on the floor and feeling more comfortable interacting with visitors. Ms. Spencer will share lessons learned from this "work in progress" training protocol.

11:30 AM Lunch and Best Practices/ Sharing Tips From the Field

12:30 PM Preparing a Playful Frontline Staff

Kelly Fenton, Visitor Services and Volunteer Manager, and Megan Fischer, Marketing and PR Manager, Providence Children's Museum

Play is powerful! Learn about the museum's strategies for training floor staff to facilitate open-ended play experiences. Find out how to build skills in deepening and inspiring play through one-on-one mentoring and group

training sessions and how to create a playful environment for staff and visitors. Try hands-on activities that promote creativity, spontaneity and imaginative play.

1:30 PM Wakanheza: Parenting In Public

Janice O'Donnell, Executive Director, and Megan Fischer, Marketing and PR Manager, Providence Children's Museum

A child is having a tantrum, mom is getting upset...what do you do? Wakanheza is the Dakota word for child, translated in English as "Sacred Being." The Wakanheza Project, created by the Minnesota Children's Museum and the Ramsey County Department of Public Health, empowers people to help families in stressful situations - we all have a responsibility to make our museums welcoming places that support families. Learn valuable principles and practical strategies that anyone can implement to diffuse and transform museum visitors' challenging moments.

3:00 PM Wrap-Up and Evaluations

3:15 PM Optional Tours of the Fitchburg Art Museum

Questions? Call NEMA, 781-641-0013.

PRACTICAL TRAINING FOR FRONTLINE STAFF AND MANAGERS (Deadline: Friday, May 9, 2008)

Name _____ Title _____

Institution _____

Address (City, State, Zip) _____

Phone _____ Email _____

Check here if you would like your e-mail address to appear on the registration list.

Registration Check box for vegetarian meal

(lunch provided): NEMA member \$45 _____ Non-member \$55 _____

(bring own lunch): NEMA member \$35 _____ Non-member \$45 _____

All staff from member museums are eligible for the member rate. *Not sure if your museum is a member? Just call NEMA to find out.*

Payment

Check is enclosed (payable to NEMA)

Visa MasterCard Card Number _____ Expiration Date _____

Signature _____ Name on Card _____

Please mail registration and payment to arrive by May 9: Practical Training · NEMA · 22 Mill Street, Suite 409 · Arlington, MA 02476

