

Audience Engagement With Museum Hack

Morning session: How to Hack

While Museum Hack tours are driven by passion, they have developed techniques that create dynamic experiences for visitors. In this section, they will demonstrate and practice creating engaging tours.

- **Hack Tour Structure**

Museum Hack structures tours to include activities, pacing, and varied types of pieces to engage, and re-engage, the audience. They'll demonstrate and practice "hacked" tours that use interaction and participation at varied levels of intensity to encourage audience participation in the creation and meaning of their museum experience.

- **5 Elements of a Hack**

Museum Hack has a five-step technique for creating a successful "hack" of an object or space: their "5 Elements of a Hack". They'll walk through these elements with participants, demonstrate this technique, and give participants the chance to experiment constructing narratives about an artifact.

Afternoon session: Activities in the Museum

The days of visiting a museum and simply letting the awe of creativity, science, art, history, and innovation wash over you are over! Museum Hack has developed a series of engaging activities that help visitors look closer, make personal connections with objects, and have a lot of fun in exhibit spaces.

- **Encouraging Visitors to Speak Their Mind**

It's OK to have a strong opinion about an object or artifact, but many museum visitors are apprehensive to share their thoughts for fear of sounding "stupid". Participants will practice activities that encourage visitors to verbalize their feelings in an open and non-threatening environment.

- **Exploring Spaces**

Museum visitors often drift through exhibits without a strong focus. Exploratory games and activities give visitors fun missions, connects them with objects on display, and gets them discussing the stories behind the art and the museum.

- **Using the Tools in Our Pockets**

Smartphones can be great tools of engagement and sources of background knowledge. Museum Hack will demonstrate technology-based games and activities that keep visitors engaged and learning, and give them the tools to continue exploring and making connections long after the tour is over.

Museum Hack's Audience Engagement Mini-Workshops will help spark innovative and creative thinking about how to attract and engage audiences of all ages. Based on their week-long training program, these mini-workshops offer a framework by which institutions can begin to incorporate techniques to bring in new audiences and re-engage with existing ones.

Participants will learn and practice techniques for high-level audience engagement, "hack-style" tours, and playful activities in museum spaces. They'll approach their museum from a narrative perspective and dig for the non-traditional, and truly human, elements of spaces and objects in order to tell fascinating, passion-based stories and create stronger connections between their audiences and institution.

Audience Engagement

Who Should Attend: Anyone who lives and breathes museums, or anyone who knows that **MUSEUMS ARE F***ING AWESOME!** and wants everyone to know it, would benefit from this workshop.

Date, Location, Time: April 18, 2018, Dalnavert Museum (61 Carlton Street), 9:00 - 5:00 **and April 17 if enough registrations received**

Instructor: **MUSEUM HACK**

Fee: \$125 for members. \$200 for non-members. *Payments will be held until we know for sure the course will be held.*
Fees include all course materials and lunch. Space is allocated on a first come, first served basis with a limit of 30 participants.
Institutions will be limited to two participants. Additional registrations will be put on a wait list. If the course has seats left after the registration deadline participants on the wait list will be contacted. HOWEVER, if we receive a large number of registrations we may be able to add a second workshop! But we need to know before February 28, 2018.

*Written cancellations will be accepted up to and including March 19, subject to a \$30 cancellation fee. Due to financial commitments made in advance, **no refunds** will be granted after this date.*

Registration Deadline: March 19, 2018

Travel Assistance: The Canadian Museums Association offers travel grants to AMM members attending courses. Applications should be submitted to the [CMA](#) **four weeks in advance of the course**. Information and Application forms are available on the [CMA website](#).

Audience Development, with Museum Hack Dalnavert Museum, Winnipeg **April 17, 2018**

Name _____ Museum / Affiliation _____

Home Address _____ Phone _____
no. street city postal code

E-mail _____ Dietary Concerns _____

How are you paying? Invoice me ☐ Cheque ☐ [PayPal](#) ☐ EFT ☐
Fees must be paid in advance of the course. Please make cheques payable to the Association of Manitoba Museums.

Please complete this form and send to:
Association of Manitoba Museums
1040 – 555 Main Street
Winnipeg MB R3B 1C3
Or email to: programs@museumsmanitoba.com
Phone: (204) 947-1782 Fax: (204) 942-3749 Toll Free: 1-866-747-9323 (outside of Winnipeg)

The AMM would like to thank Travel Manitoba
for partnering with us to bring this incredible opportunity to Manitoba!