

**“The Best Possible Visitor Experience”  
2024 Garden Docent Training  
Hillwood Estate, Museum & Gardens**

**April 29 Workshop: Tour Development**

**Objectives**

After completing this session of the training program, participants will be better able to:

1. Identify the structural elements of a successful garden highlights tour;
2. Describe what they learned from their room demonstrations—writing and presenting.

- I. Introduction (advance organizer)
  - A. Where the training journey (nearly) ends but the refining never stops...talking about giving tours
  - B. The objectives for tonight’s workshop
  
- II. Know One
  - A. Room Lesson Demonstrations
    - i. What worked well? For you? For your “visitors”?
    - ii. What needs more work? For you? For your “visitors”?
  - B. Plant ID Room Walks with Horticulture Staff
    - i. What worked well?
    - ii. What questions were you left with?
  - C. What Does a Docent Need to Facilitate an Accurate, Compelling Visitor Experience?: the Venn Diagram
  - D. Preparing for the tour
    - i. How does the tour demonstration relate to room demonstrations?
  - E. Creating the plan
    - i. Identifying the parts that make the whole tour (handouts)
  - F. Talking about themes—telling a story
    - i. Brainstorm: going for fun, challenging, and/or different (handout)
  
- III. Assignment: Qualifying Tour Demonstration
  - A. Process & Scheduling: May 6-17
  
- IV. Do One
  - A. How the theme and objectives inform the tour’s bookends (advance organizer, where it all starts, and conclusion) (worksheet)
  - B. Questions/concerns
  
- V. Next Steps
  - A. Last Class: Wednesday, May 1, 6 pm in CW Post, Tour Logistics Workshop, readings due
  
- VI. Step back: questions/comments