



EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS

GUIDING IN MUSEUMS AND ART GALLERIES

We look at the discipline of museology and what tourist guides should know about it. Why do we put things in museums? We then address the aims and objectives of museum and gallery guided tours. How do we actually guide visitors in these spaces? How do we handle controversial issues and displays? How do we see our guiding role in terms of sustainability and conservation?



By sharing best-practice we reinforce the practicalities of museum guiding. How do we ensure we make people feel relaxed, comfortable and inspired from our introduction and throughout the tour? Are we sure people know what we are talking about at all times and can see the objects we are highlighting? What is the best way to position oneself and the group in relation to the exhibits? How do we make the best of very crowded spaces and at the same time deal fairly and professionally with other groups and individual visitors? All of this gives us the opportunity to demonstrate the true *Art of Guiding!*

Who should attend? ... Learning outcomes

This Seminar is for all qualified Tourist Guides, who want to:

- up-date their understanding of museum and art gallery guiding
- explore the tourist guide's role in team work with industry partners
- gain a deeper understanding of how to balance the needs and expectations of the individual visitor and operators
- identify specific practical skills and techniques for guiding in museums and art galleries
- gain more confidence in working in museums and art galleries

Seminar Objectives

This seminar will address aspects of the standard for training programmes EN15565 modules, by looking at selected points of presentation & communication techniques, group & time management, applied to guiding in museums and art galleries.

Training Methodology

- Responsive, participative, positive, supportive
- Enabling exchange of experiences
- Utilising techniques such as multiple intelligences to appeal to different learning styles

Seminar Duration:	Saturday 21 November 2015 14.00 to 18.00
Seminar Venue:	Moscow Marriot Grand Hotel, 26/1 Tverskaya Street, Moscow, 125009, Tel. +7 495 937-00-00
Number of Participants:	Max of 20 participants, min 6 participants or higher as per break-even point
FEG Trainer:	Mary Kemp Clarke, UK/Scotland, FEG accredited trainer & WFTGA Lead International Trainer
Registration Deadline:	30 th October 2015
Seminar Cost:	95 EUR per person*
Bank Account Details:	FEG-EUROPEAN TOURIST GUIDE FED Montepio Geral, NIB 0036 0183 99100 0397 9522 IBAN PT50 0036 0183 99100 0397 9522 MPIOPTPL
Bookings / Payments are to be sent to Paulo Cosme on:	paulocosme@feg-touristguides.org
With copy to FEG Secretariat on:	secretariat@feg-touristguides.org
	Confirmation upon receipt of payment
	List of the participants will be confirmed based on the order of registration date
	FEG reserves the right to cancel Seminars if there is insufficient enrolment

A FEG attendance certificate will be issued to participants

**Fee includes coffee break in hotel*

PLACES ARE LIMITED!!!