



GUIDING IN MUSEUMS & ART GALLERIES

FEG Seminar conducted by past FEG presidents

Richard Skinner and Tom Hooper

18th November 2011 in the Pestana Casino Park Hotel, Funchal, Madeira

We look at the discipline of museology and how much tourist guides should know about it. Why do we put things in museums? Then to aims and objectives of museum guided tours. How do we handle controversial issues such as display of human remains, objects of special local significance being taken away from the area and exhibited in a national museum in a different part of a country or indeed objects from one country displayed in another country? How do we see our guiding role in terms of sustainability and conservation?

By sharing best practise 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 being guided? 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!*

Nowhere more than in museums are tourist guides true cultural intermediaries and needing to be very culturally sensitive. Join us for a very interactive session – participate fully and your guiding skills will be enhanced. This seminar is within the framework of EN15565.

Time: 14.00 to 18.00 hours



Richard Skinner



Tom Hooper

GUIDING TECHNIQUES AND SKILLS

**Mary Kemp Clarke, FEG Trainer, will deliver two separate Seminars
on 16th and 18th November 2011
in the Pestana Casino Park Hotel, Funchal, Madeira**

These two half-day seminars are offered to explore and discuss aspects of module 6.2 “Guiding Techniques and Skills” listed under Common Subjects within EN15565. This European norm sets a minimum standard for the qualification of professional tourist guides, and the sessions will cover Voice and Contents Structure.

The outcome of both seminars will be a clearer and more confident performance, with a more effective delivery of talks and presentations. Through two very interactive seminars we shall explore and revisit the techniques and skills involved in the professional delivery of a tour. These elements form the basis of the true Art of Guiding!

GUIDING TECHNIQUES & SKILLS: PRESENTATION TECHNIQUES VOICE

Mary’s first seminar will look at Presentation Techniques, concentrating on the use of our main working instrument – our Voice. The EN15565 modules we’ll cover include voice projection, diction, microphone use and breathing techniques. More specifically, we’ll look at how we keep our Voice in healthy and optimal condition, how the Voice is produced and what it involves, and how to breathe better. We will explore and practice ways of incorporating variety to our speech and narrative through enhancing volume, pace, emphasis, tone, modulation, expression, pitch and articulation.



Mary Kemp Clarke

**Date: Wednesday 16th November 2011
Time: 14.00 to 18.00 hours**

GUIDING TECHNIQUES & SKILLS: COMMUNICATION TECHNIQUES CONTENTS STRUCTURE

Mary’s second seminar will look at Communication Techniques, concentrating on the structure of what we deliver. The EN15565 modules we’ll cover include the selection, structuring and linking of information, handling and use of questions, and delivering a commentary concisely within the time allowed with clear explanation and description of top visual priorities. More specifically, how can we organise our information to give it a flexible and adaptable structure? How do we create well-balanced commentaries with information as well as entertainment? How can we establish a good rapport with our visitor and how do we engage their interest through good interpretation techniques? We’ll also discuss and practice how to deal with wanted or unwanted questions.

**Date: Friday 18th November 2011
Time: 14.00 to 18.00 hours**



BOOKING INFORMATION

FEG training programmes offer comprehensive education and training to enrich your career and increase your knowledge. This is an opportunity to learn practical strategies in improving and expanding your potential to contribute towards quality and standards in today's fast changing world.

- All qualified tourist guides are eligible to attend
- A FEG certificate of attendance will be given
- Price: 95 EUR per person per seminar
- The seminars are key units that count towards FEG accreditation as a FEG tourist guide trainer

**Bookings/Payments are to be sent both to Paulo Cosme at reservas@snatti.org
With a copy to Jane Pursell Briggs - FEG Secretariat at secretariat@feg-touristguides.org**

Deadline 31st October 2011

Bank Details for full payment:

SNATTI account number

Banco Espirito Santo

Account 0061 3532 4806

NIB 0007 0006 00135324806 06

IBAN Number: PT50 0007 0006 0013 5324 8060 6

SWIFT/BIC: BESCPTPL

Confirmation upon receipt of payment

FEG reserves the right to cancel seminars if there is insufficient enrolment

Seminars will be held at:

Pestana Casino Park Hotel, Funchal, Madeira, Portugal

Places are limited!!!!

Early booking recommended!!!