



Dakshina Chitra Training Sessions

Session I: Being a Guide



YOUR TRAINER TODAY

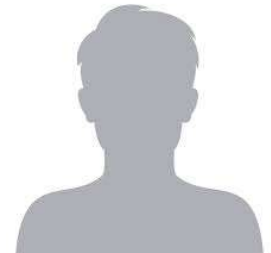
Trainer Full Name:

Trainer Title & Area Specialty:

Trainer Email:

Trainer Phone number:

Trainer Website:



TODAY'S LEARNING OBJECTIVES

- I) Understand what a guide is
- II) Understand a guide's added-value
- III) Understand your audience

AGENDA

Today's Learning Objectives

- I) What a Guide is
- II) More than an Audioguide
- III) Your Audience

Learning Outcomes



I) WHAT A GUIDE IS

I) WHAT A GUIDE ISN'T

WHAT A GUIDE DOESNT DO – MYTHS AND PITFALLS

- “A Guide knows Everything”
- “A Guide must guide the same tour every time”
- “A Guide is there to entertain”
- “A Guide must satisfy ever visitor equally”

I) WHAT A GUIDE IS

DEFINITION

- Leads visitors through a place providing **orientation, information, and interpretation** to enhance their experience
- Docent vs. Guide vs. Historian

I) WHAT A GUIDE IS

WHAT A GUIDE DOES (1/2)

- **Logistics:** Welcome, follow route & keep group on schedule
- **Interpretation & Storytelling:** Explain clearly, connect facts to stories
- **Engagement & Adaptation:** Read group and adjust tone, depth, and pace

I) WHAT A GUIDE IS

WHAT A GUIDE DOES (2/2)



- **Group management:** Maintain order & movement
- **Professionalism:** Present reliable information, admit unknowns
- **Accessibility:** Provide alternatives to make experience accessible
- **Feedback:** Gather Feedback and indicate additional resources



II) MORE THAN AN AUDIOGUIDE

II) MORE THAN AN AUDIOGUIDE

THE ADDED VALUE OF GUIDES

- Help **navigate the place** 
- More **engaging** namely thanks to facial expressions: in particular your **smile** 
- **In depth knowledge** including the ability to answer any kind of questions
- Provide **reassurance** and reinterpretation
- Engage in **Storytelling**
- Provide a **personal and human experience**: you create a feeling

II) MORE THAN AN AUDIOGUIDE

GUIDE VS. AUDIOGUIDE

Source of Knowledge	Navigation	Level of Engagement	Factual Knowledge	Additional Knowledge	Freedom of Movement	Intellectual Accessibility
Audioguide	✓	✓	✓	✗	✓	✓
Guide	✓✓	✓✓	✓	✓	✗	✓✓

II) MORE THAN AN AUDIOGUIDE

WHAT MAKES A GUIDE

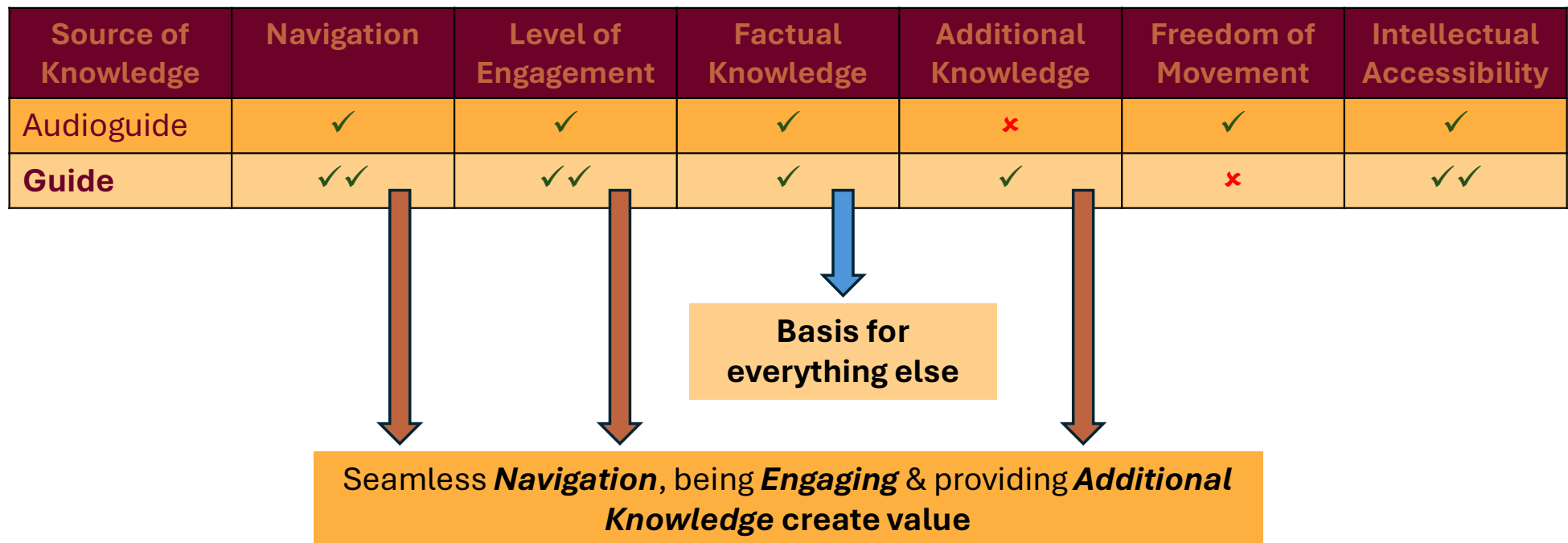
Source of Knowledge	Navigation	Level of Engagement	Factual Knowledge	Additional Knowledge	Freedom of Movement	Intellectual Accessibility
Audioguide	✓	✓	✓	✗	✓	✓
Guide	✓✓	✓✓	✓	✓	✗	✓✓



**Basis for
everything else**

II) MORE THAN AN AUDIOGUIDE

WHAT MAKES A GREAT GUIDE



II) MORE THAN AN AUDIOGUIDE

THE SKILLS THAT ADD VALUE

- Navigation
- Additional Knowledge:
 - ☐ Personal Anecdotes
 - ☐ Local Knowledge
- Being Engaging:
 - ☐ Storytelling
 - ☐ Body language
 - ☐ Questioning
 - ☐ Recommendations

II) MORE THAN AN AUDIOGUIDE

ACTIVITY

- Audioguide Script
- Guide Interpretation



III) YOUR AUDIENCE



III) YOUR AUDIENCE

WHEN A GUIDE IS THE BEST OPTION

Options visitors have to know more about the place:

Source of Knowledge	Navigation	Factual Knowledge	Additional Knowledge	Freedom of Movement	Intellectual Accessibility
Sign Boards	✗	✓	✗	✓	✗
Catalogue	✗	✓	✓	✓	✗
Workshops	✗	✓	✓	✗	✓✓
Audioguide	✓	✓	✗	✓	✓
Guide	✓✓	✓	✓	✗	✓✓

III) YOUR AUDIENCE

ONE AUDIENCE ONE GUIDE

- Defining Target Audience: age, origin, **what they are looking for**
- Know your audience and **adapt your speech**
- Discussed in depth in our **next session**

III) YOUR AUDIENCE

TYPES OF AUDIENCES

Motivations:

- Vacationers
- Knowledge Seekers
- Socializers
- Identity-seekers

Special needs:

- Physically impaired
- Visually impaired
- Cognitively impaired

Composition:

- Families
- Individual Adults
- Seniors
- Schools

Background:

- Domestic
- Foreign

III) YOUR AUDIENCE

COMMON CHALLENGES

- Wide-range of visitor knowledge and expectations
- Short attention spans
- Group behaviour management
- Time constraints vs. Content
- Sensitive content
- Attention-seekers

LEARNING OUTCOMES

A Guide provides....

A Guide's added value resides in...

...depending on the Audience

LEARNING OUTCOMES

A Guide provides **orientation, information, and interpretation**

A Guide's value resides in **Going beyond the Script, Seamless Navigation and Being Engaging**

A Guide should Adapt depending on the Audience

NEXT STEPS

How to practice:

- **Learn the script**
- Make sure you know the place
- Make the story personal

Next session:

- Adapting your content to an audience



DISCUSSION AND Q&A TIME