

Visitor Studies 101

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Session Notes, Including a Bibliography and Web Resources

Download here or CARE Website: [http:// WWW.CARE-AAM.org/](http://WWW.CARE-AAM.org/)

Visitor Studies 101 Syllabus

- Marketing Research
- Exhibition Evaluation
- Program Evaluation

Fiscally Sound Approach

- Identify the audience.
- Learn all you can about it.
- Target limited resources.
- Learn from for-profit sector.

Think Evaluatively

- Marketing Research
 - Think about Branding
 - Align with Mission
 - Choose Appropriate Media to Publicize
 - Estimate Attendance

Exhibition & Program Planning

- Front-end study
 - Target audience's pre- and misconceptions
- Formative evaluation
 - Does the interpretation convey the Big Idea?
 - How can I find out?

Exhibition and Program Impact

■ Summative Evaluation

- What is the impact on the audience?
- What do funders want to know?
- How can I measure it?

Resources

- AAM SPC: CARE (Committee on Audience Research and Evaluation)
- Visitor Studies Association
- Many others
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Presenters

- Marketing Research

Steve Yalowitz, Senior Research Associate,
Institute for Learning Innovation

- Exhibition Evaluation

Judy Koke, Deputy Director Education and
Public Programming, Art Gallery of Ontario

- Program Evaluation

Cecilia Garibay, Principal, Garibay Group