

Interpretive Planning Overview

Web version

Required Action	Explanation
Select a topic	
Narrow topic to one main idea/theme	What is the take away message you want people to leave the experience with
Write theme as a single sentence	
Research the theme	List sources of information Cross check references Check with iwi if appropriate
Identify the audience	Demographics Language
Brainstorm interpretive options	Passive Interactive Technology Actors Props
Develop interpretive presentation	Use EROT – Entertaining Relevant Organised Themed
Evaluate	According to visitors understanding of themes, interpretive techniques and calls to action



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