



It's the story - right!

Kia Ora and welcome to the first edition of ***It's the story - right!*** This newsletter is designed to keep you informed of some of the exciting work Interpretation New Zealand is currently involved in, and to share with you some of the most recent interpretive thinking from around the world and New Zealand. We welcome feedback and look forward to working with you to lift your story telling to new heights! Ka kite ano. *Malcolm and Carol*

current work

Malcolm recently led an interpretation workshop in Thames. As well as sharing his interpretive thoughts with people from museums in the Coromandel and Thames, the session also focused on upgrading individual museums interpretive vision. A further session discussed how working collectively in a regional approach can deliver increased economic benefits to all parties.

Malcolm and a consortium of colleagues were at the forefront of a recent bid for a million dollar interpretive project with a large corporate. On this occasion we were unsuccessful but the creative juices and ideas that flowed were certainly impressive. For a sample of what we bid included visit

<http://www.interpretationnz.co.nz/documents/Current%20work%20bid.pdf>

new website

Thanks to Brad Vose and some creative thinking we are now the proud owners of an upgraded website @ www.interpretationnz.co.nz. The site will be an active one where we share some of our current projects and some of the latest thinking in interpretation - bookmark this site if you want to stay in touch what's happening!

latest thinking

Like most things in life the art of interpretation is constantly being refined. More and more research is linking the outcomes of interpretation with the outcomes of psychology - in other words how do you best tap into the visitor's minds and past experiences. Many previous approaches were based on interpreting the site or subject matter (what you see is what you get) but recent work suggests a new approach might be more effective. For an overview of the two different approaches visit <http://www.interpretationnz.co.nz/products/approaches.htm>

research

Recent research on interpretation in Australian National Parks emphasised the importance of guided interpretation and how this can add value to your visitor's experience. For an executive summary of the findings go to <http://www.interpretationnz.co.nz/products/research.htm>

Tourism businesses make widespread use of brochures. Just how effective are they and how can you use your brochure to highlight your interpretive message and sell your product. For an executive summary of the findings go to <http://www.interpretationnz.co.nz/products/research.htm>

free offer!

We are so confident that we can add value to your visitor's experience that we would like to make you a free offer. Simply email us your contact name and details and go into the draw to win one free, no strings attached, written summary assessment of your visitor interpretation and how you can best maximise how you share your stories with visitors. Entries close on September 20th and the winner will be highlighted in the next edition of this newsletter.