

Interpretation NEW ZEALAND



Research Highlights from “putting the e into your visitor experience!”

Recollections - Research November 07

If you want to deliver quality interpretation then you must ensure you are providing innovative techniques to optimize visitor's experiences.

Four key themes emerged from a recent study into how great interpretation assists recall. The themes were:

- 1) visual recollection of powerful images
- 2) novel recollections, such as interactivity
- 3) personal interpretation, particularly that with humour rated highly
- 4) richest memories related to active involvement by visitors

The follow up study took place two years after the visitor experience had been completed. Extensive recollection of details based on the above four themes were particularly vivid.

Contact malcolm@interpretationnz.co.nz for further information.

What's hot...

Looking to involve your visitors in high quality interactive experiences using something they already carry?

Interpretation NZ now has the ability to work with you to deliver high quality audio stories, and in some cases video, direct to your visitor's cell phones.

Advantages of visitors using their own cell phones are numerous; both for the visitor and for those hosting the experience.

We can now offer a variety of solutions to best match your situation. Contact us now for a no obligation discussion...



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“dry words and dry facts will not fire hearts” John Muir