

THE ART OF CURATING A GROUP EXPERIENCE



PRESENTER: DR. ANGELIQUE FEASTER EVANS

IN THIS SESSION YOU WILL LEARN

- **THE MEANING OF EXPERIENTIAL TOURISM**
- **THE COMPONENTS OF A GROUP EXPERIENCE**
- **TYPES OF EXPERIENCE LEVELS**
- **WAYS TO DESIGN EXPERIENTIAL PRODUCTS**
- **TIPS ON GOING EXPERIENTIAL**

“

PEOPLE WILL FORGET WHAT YOU SAID,
PEOPLE WILL FORGET WHAT YOU DID,
BUT PEOPLE WILL NEVER FORGET
HOW YOU MADE THEM FEEL. ”

-DR. MAYA ANGELOU



WHAT IS **EXPERIENTIAL TOURISM?**

**TOURISM THAT ENGAGES AND
IMMERSES VISITORS WITH DEEPER,
MEANINGFUL, AND MEMORABLE
EXPERIENCES.**

CASE STUDY

★ SOUTHERN UNIVERSITY MUSEUM OF ART
SHREVEPORT

ART OF CURATING GROUP EXPERIENCES



SET YOUR EXPERIENCE **A.P.A.R.T.**

ASSESS THE ATTRACTION OR AREA

PLAN OUT THE EXPERIENCE

APPLAN OUT THE EXPERIENCE
AUTHENTICALY MARKET & PROMOTE

RESEARCH PARTNERSHIP OPPORTUNITIES

TRIAL RUN, LAUNCH, & EVALUATE

COMPONENTS OF A GROUP EXPERIENCE

- ENGAGE VISITORS
- TELL MEMORABLE STORIES
- EVOKE EMOTIONS

ENGAGE VISITORS

- **Create a Connection**
- **Adapt to Audience**
- **Bring Moments to Life**

**TELL
MEMORABLE
STORIES**

- **Take Visitors on a Journey**
- **Connect Experience to Visitors**
- **Share a Message to Remember**

EVOKE
EMOTIONS

- **Make Experiences Personal**
- **Tap into Memory**
- **Find the Feelings**



TYPES OF EXPERIENCE LEVELS **SHOW AND TELL, ENGAGE, IMMERSE**

SHOW AND TELL

BASIC

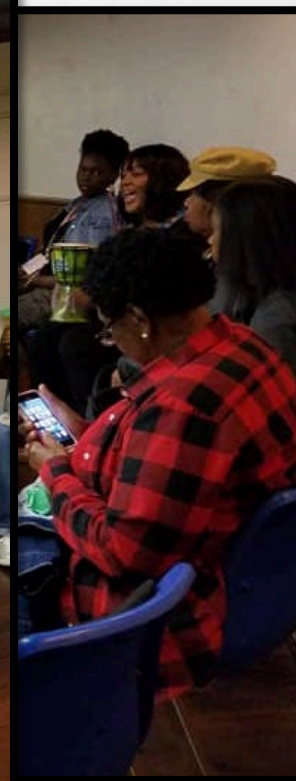
Display & Discuss



ENGAGE

INTERMEDIATE
Attentive & Active

BASIC



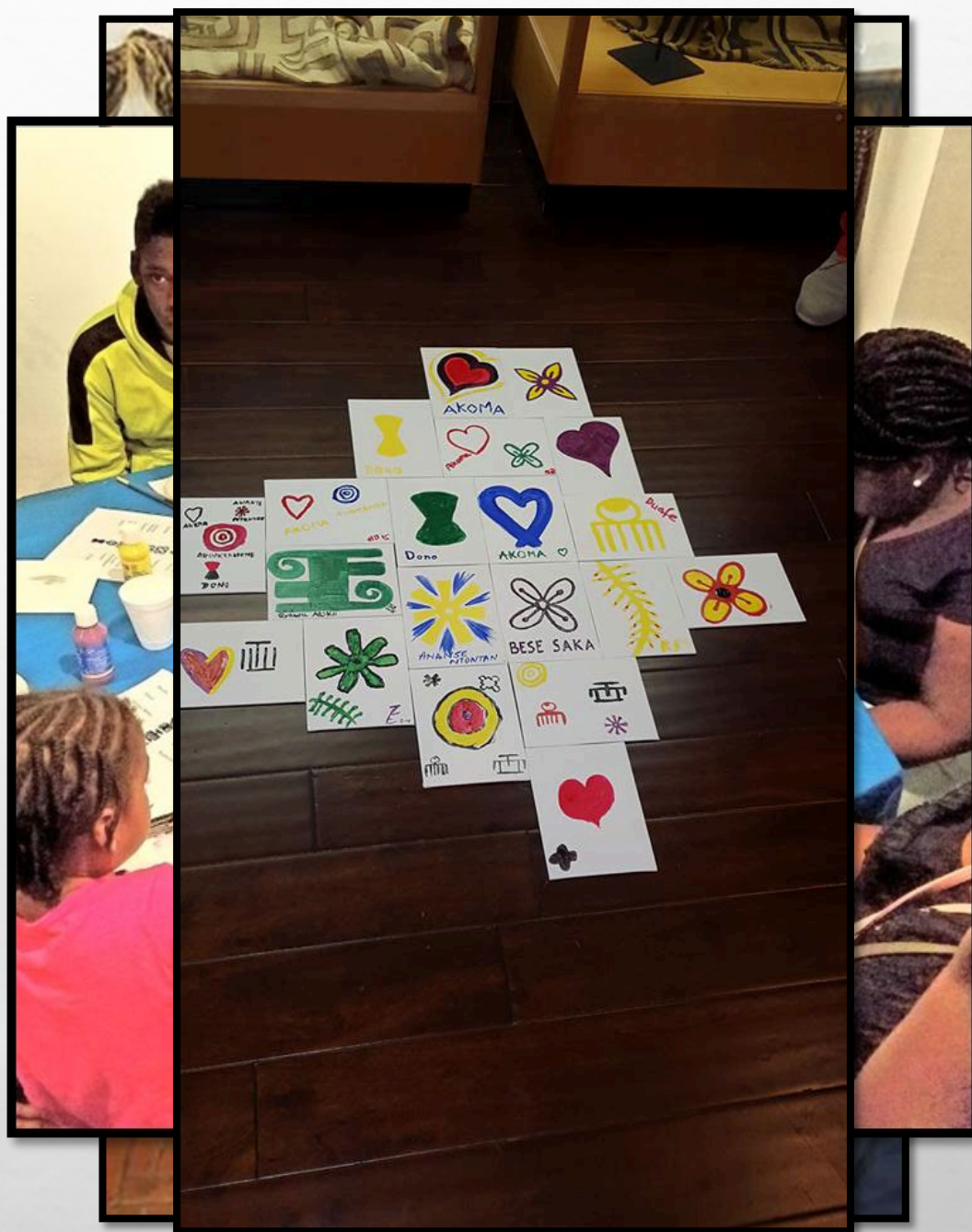
IMMERSE

ADVANCE

Deep & Detailed

INTERMEDIATE

BASIC



ACTIVITY



**WHICH TYPE OF GROUP EXPERIENCE WOULD SET YOUR
ATTRACTION OR AREA APART?**

DESIGNING EXPERIENTIAL PRODUCTS



**UNIQUENESS IN
THE MARKET**



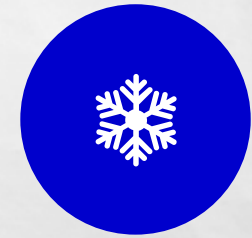
LOCAL FLAVOR



**SENSORY
APPEAL**



**LEARNING
OPPORTUNITY**



**SEASONAL
EXPERIENCE**



**UNIQUENESS IN
THE MARKET**

- **Authentic**
- **Distinct**
- **Rare**



LOCAL FLAVOR

- **Highlights Area**
- **Infuses Culture**
- **Creates Connection**



SENSORY APPEAL

- **Activate 5 Senses**
- **Physical Activity**
- **Spatial Aesthetic**



**LEARNING
OPPORTUNITY**

- **New Knowledge**
- **Develop Skill**
- **Hands-on Activity**



**SEASONAL
EXPERIENCE**

- **Holiday Driven**
- **Brings Awareness**
- **Creates Demand**

TIPS ON GOING EXPERIENTIAL



Tap into sensory level experiences



Create one-of-a-kind moments



Highlight your location, venue history



Spotlight your resident expert, local celebrity



Create special moments for visitors



Consider bragging rights moments



Brainstorm limited time or seasonal experiences

ACTIVITY



WHAT IDEAS DO YOU HAVE FOR A GROUP EXPERIENCE?



CASE STUDY: SOUTHERN UNIVERSITY MUSEUM OF ART SHREVEPORT

QUESTIONS

CONNECT WITH DR. ANGELIQUE FEASTER EVANS

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THANK YOU!

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