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

Photo Credit: SBCTB
ART OF CURATING
GROUP EXPERIENCES

SET YOUR EXPERIENCE A.P.A.R.T.
ASSESS THE ATTRACTION OR AREA
PLAN OUT THE EXPERIENCE
AUTHENTICALLY 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

Photo Credit: SBCTB, St. Rest BC
SHOW AND TELL

BASIC

Display & Discuss
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
• Authentic
• Distinct
• Rare
• Highlights Area
• Infuses Culture
• Creates Connection

LOCAL FLAVOR
- Activate 5 Senses
- Physical Activity
- Spatial Aesthetic
LEARNING OPPORTUNITY

• New Knowledge
• Develop Skill
• Hands-on Activity
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?
QUESTIONS
CONNECT WITH DR. ANGELIQUE FEASTER EVANS

EMAIL: divercitiesusa@gmail.com  WEBSITE: divercitiesusa.com  PHONE: 318-382-2841
THANK YOU!
THE ART OF CURATING
A GROUP EXPERIENCE

PRESENTER: DR. ANGELIQUE FEASTER EVANS