

Webinars and Courses

Nov & Dec 2025



Webinar

Fri
Nov 14
10 - 10:45am PT

**Visitor Studies Made Simple:
An Introduction to Understanding Your Audience**
Free

[Click here to register](#)

This webinar is designed for museum and interpretation professionals who are curious about including more evaluation in their work but don't know where to start.

- We Will Cover:**
- Overview of the visitor study process
 - How to identify your criteria for success
 - How to craft a guiding question

Course

Wed
Nov 26
9am - 4pm PT

Foundations of Visitor Studies
\$150 CAD

[Click here to register](#)

Kick start your visitor study skills with this interactive course. Learn how to plan, structure, and create data collection tools for a visitor study.

Includes: Visitor Study Planning Workbook, Copy of Course Slides, Additional Reading and Resource List

- We Will Cover:**
- History and purpose of visitor studies
 - How to plan your own visitor study
 - Introduction to data collection methods
 - Prototype your own data collection tool

Mini Course Series

Tues - Thurs
Dec 9 - 11
10 - 11:30am PT

Be part of the pilot launch of a new mini course series on interpretive messaging—designed for museum, gallery, heritage, and tourism professionals.

[Click here to register](#)

The three mini-courses build progressively — you can take one or all. Register for one, two, or all three courses and help shape this new professional development series.

As a pilot participant, you'll receive a reduced rate of \$30 per course.

Dec 9

Interp 101
\$30 CAD

Introduction to Interpretive Messaging
Learn about different approaches to planning interpretation
Practice identifying interpretive opportunities

Dec 10

Interp 102
\$30 CAD

Creating Interpretive Messages
Learn the difference between topics and themes
Practice developing themes, goals and objectives

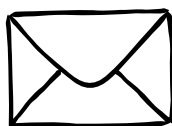
Dec 11

Interp 103
\$30 CAD

Evaluating Interpretive Messages
Learn how to identify when interpretive communication is working well
Practice evaluating the effectiveness of interpretive messages

Contact:

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