



ELEMENTS OF A TOUR

**If we all did the things we are capable of doing,
we would astound ourselves.**

Thomas Edison



ELEMENTS OF A TOUR

*“We are happiest when we tour
with friends...”*



ELEMENTS OF A TOUR

The Docent Philosophy...

“I am a ZMA docent and it’s my responsibility as an educator, facilitator, and guide to share information about the museum, its policies, and its artwork with my tour group. I value each member of the tour and demonstrate my appreciation of their unique experiences and perspectives by providing each one with the opportunity and the confidence to approach and interpret artwork on their own.”



Elements of a **GREAT** tour...



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Before My Tour... I have

- Name tag
- Watch
- Tour registration form, which I reviewed so that I know the unique needs of my guests





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Before My Tour... I have

- Tour evaluations, which I will distribute to my guests at the end of the tour along with pencils and clipboards.
- Decent stools





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Before My Tour... I have

- **Studied my tour content, which includes:**
 - Visual (formal) analysis (color, line, shape, texture, form, balance, rhythm, etc.)
 - Slow Looking
 - Prompt questions
 - Pivot statements





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Before My Tour... I have

- Studied my tour content, which includes:
 - Factual information about the museum, its policies, artists, and artwork
 - Interesting “gossip” or fun facts about the works





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Now, I am ready to begin



ELEMENTS OF A TOUR

- 1 Starting the tour...
- 2 Exploring the works in the galleries...
- 3 Time management...
- 4 Color commentary...
- 5 “Local” knowledge...
- 6 Wrapping up...



ELEMENTS OF A TOUR

Starting the tour... A *good* docent

- Is stationed in the lobby, waiting to greet guests as, or before guests arrive
- Introduces herself/himself
- Welcomes the guests





ELEMENTS OF A TOUR

On starting the tour... A *good* docent

- Provides an introduction of what to expect on the tour—States tour's title and theme
- Clarifies the length of the tour and what time it will end





ELEMENTS OF A TOUR

On starting the tour... A *good* docent

- Discusses how the tour will proceed (We will tour all three floors of the ZMA, visiting...)





ELEMENTS OF A TOUR

On starting the tour... A *good* docent

- Explains museum etiquette in a sensitive and thoughtful manner
 - 12-inches away from artwork rule
 - Backpacks and coats need to be stored
 - No umbrellas, food, or drinks in gallery
 - Photography is permitted





ELEMENTS OF A TOUR

On starting the tour... A ***GREAT*** docent

- Takes the time to get to know you—where you're from, why you're visiting, and what your interests are





ELEMENTS OF A TOUR

On starting the tour... A **GREAT** docent

- Introduces everyone on the tour to each other
- Ensures any special needs are sensitively addressed





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On starting the tour... A ***GREAT*** docent

- Shows genuine interest in tour attendees using the time before the tour and during the tour, while walking from one location to the next to become acquainted with guests.





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ELEMENTS OF A TOUR

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Exploring the works in the galleries...

A good docent

- Examines works of art—carefully and thoughtfully
- Interprets artworks based on their experiences and observations



ELEMENTS OF A TOUR

2

Exploring the works in the galleries...

A good docent

- Uses prompt questions, allowing for guest reflections and insights
- Models museum etiquette (12-inches away for artwork rule)



ELEMENTS OF A TOUR

2

Exploring the works in the galleries...

A good docent

- Uses pivot statements to transition between works of art
- Asks open-ended questions



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2

Exploring the works in the galleries...

A good docent

- Provides wait-time for responses and carefully listens to observations
- Paraphrases guest comments, validating observations



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2

Exploring the works in the galleries...

A good docent

- Faces group without blocking artwork
- Makes eye contact with all group members
- Speaks so to be heard by all, understanding individuals' special needs



ELEMENTS OF A TOUR

2

Exploring the works in the galleries...

A good docent

- Use age-appropriate vocabulary
- Visits the works on the itinerary



ELEMENTS OF A TOUR

2

Exploring the works in the galleries...

A ***GREAT*** docent

- Not only ensures you see what's promised, the tour is modified as needed to maximize enjoyment, exploring additional works on request and recommending works based on interests.



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2

Exploring the works in the galleries...

A ***GREAT*** docent

- A great docent might have a few personal “must see” favorites that she/he is eager to share with the tour.



ELEMENTS OF A TOUR

2

Exploring the works in the galleries...

A ***GREAT*** docent

- Ensures guests well-being during the tour
 - Monitors and adjusts for engagement
 - Asks guests if they need to sit down, take a break, use the restrooms





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ELEMENTS OF A TOUR

Time Management... A *good* docent

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- Is on time
- Ensures that the tour finishes on time



ELEMENTS OF A TOUR

Time Management... A *GREAT* docent

3

- Is also flexible, tailoring the tour based on the guests interests and time constraints
- Never rushes guests—but adapts to guests schedule



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ELEMENTS OF A TOUR

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Color commentary... A *good* docent

- Has a theme and follows a program
- Provides historical and cultural background of the museum and its artwork.



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Color commentary... A ***GREAT*** docent

- Is also a gifted story teller...
- Passionate about the museum and the artwork on the tour, she/he weaves anecdotes about the artwork, the artists, the museum's founder, and the local culture



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ELEMENTS OF A TOUR

5

“Local” knowledge... A *good* docent

- Is familiar with the museum, its policies, and the artwork
- Conveys that to tour attendees.



ELEMENTS OF A TOUR

“Local” knowledge... A *GREAT* docent

- Conveys the museum’s unique qualities and distinctive artworks
- Shares what makes what guests are seeing on the tour so special



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ELEMENTS OF A TOUR

Wrapping up... A *good* docent

6

- Concludes the tour with closing remarks
- Thanks guests for coming on the tour



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Wrapping up... A *good* docent

- Provides tour evaluations to all guests, collects them, and turns them in to Misty
 - To learn what a great job I did
 - To learn about new opportunities to better my tours
 - To collect vital information for ZMA grants
 - To promote the museum's excellent tours and docents on social media



ELEMENTS OF A TOUR

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Wrapping up... A *good* docent

- Cleans up any stools or materials in the galleries visited, and if needed turns off gallery lights
- Fills out a Post-Tour Reflection form and shares it with docent colleagues



ELEMENTS OF A TOUR

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Wrapping up... A *good* docent

- Signs out and logs the volunteer hours in the Volunteer Hour book located at the visitor's service desk.



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Wrapping up... A **GREAT** docent

- *Thanks you for your visit, welcomes you back, and offers recommendations for other activities you might consider during your visit*
- Leaves guests with a sense that you loved showing them the museum and artwork



A good docent...
Is personable and friendly

The logo for the Zanesville Museum of Art, featuring a blue square with a white border containing the text "ZANESVILLE MUSEUM of ART" in white, uppercase letters.

ZANESVILLE
MUSEUM of ART

A **GREAT** docent...

Is above all, so passionate
about the museum that his
or her excitement is
palpable and infectious

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ZANESVILLE
MUSEUM of ART

A **GREAT** docent...

Leaves tour guests feeling
like they just spent time
with a friend whom they'd
like to visit *again*