

## The Big Conversation 2015

### Sample questions used to construct the Spectrum of Audience Engagement

**Important Note on Process:** These questions were used to generate staff and stakeholder 'raw' responses on Post-It Notes. Unlike in our short workshop at *The Big Conversation*, groups of staff were then asked to group the raw comments into similar themes and ideas and to translate them into a set of fewer 'Amazing Statements' that captured the flavour of the raw comments but turned them into powerful, coherent ideas. It was these *refined* statements that we then plotted on the Spectrum. You can adapt the questions to make them more relevant to you and your artform/programming.

**Ask for more help:** We're happy for you to simply use these questions and the *Spectrum* however you like (although please notify and credit us if you intend to circulate or publish them outside your own organisation). We are always happy to offer advice on how you might use this approach to develop greater audience focus in your organisation, and, of course, we offer consultancy services to support and guide your project if that is something you want to explore.

#### From our workshop:

*Museums exist to... (What is fundamental? What do we stand for?)*

*We believe that... (What is fundamental? What do we stand for?)*

*What are we protecting?*

*What are we building?*

*People should see the Museum as a...*

*What difference do we make... (see below)*

*If we closed, what would be lost?*

*We offer...*

*You'll get...*

#### Others used in original Western Australian Museum sessions:

*AT OUR BEST... VERBS TO DESCRIBE WHAT WE DO*

*AT OUR BEST... NOUNS TO DESCRIBE WHAT WE ARE*

*AT OUR BEST... ADJECTIVES TO DESCRIBE WHAT WE'RE LIKE*

*WHAT DIFFERENCE DO WE WANT TO MAKE TO WESTERN AUSTRALIA?*

*WHAT DIFFERENCE DO WE WANT TO MAKE TO AUDIENCES?*

*WHAT DIFFERENCE DO WE WANT TO MAKE TO YOUNG PEOPLE?*

*WHAT WOULD IMPROVE THE VISITOR EXPERIENCE?*

*WHAT WOULD HELP VISITORS TO UNDERSTAND AND ENGAGE MORE DEEPLY?*

*WHAT WOULD WE LIKE PEOPLE TO SAY ABOUT US?*

*WHAT'S SO SPECIAL ABOUT THIS ORGANISATION? (What makes us different?)*

*WHY DO WE HAVE COLLECTIONS? (for Museums)*

*WHO AND WHAT ARE COLLECTIONS FOR? (for Museums)*

*WHAT CAN VISITORS LEARN FROM US?*

*WHAT CAN WE LEARN FROM VISITORS?*

*MOST PEOPLE DON'T VISIT AND MANY FEEL WE ARE IRRELEVANT. WHAT DO WE NEED TO DO DIFFERENTLY TO CHANGE THAT?*