

**TEL Broadcast – Informal Visitor Contacts**  
**Interpretive Development Program**  
**June 5, 2007 12:00-4:00 PM EDT**  
**Participant Materials**

*TEL POC's -- please make sure that participants at your site receive this information*

**NOTE:** If you are not familiar with the foundational material of the Interpretive Development Program, we recommend you take the free two-hour course on the **Foundations of Interpretation** at [www.interptraining.org](http://www.interptraining.org)

Or you may wish to review this material in-depth in the workbook entitled *Meaningful Interpretation*, edited by David Larsen. Each park received a copy of this book in 2004. The following link contains information about purchasing additional copies: <http://www.easternnational.org/meaningful.htm>

**Participant materials and references:**

⇒ **Handouts for use during the TEL broadcast (attached below)** -- please print these handouts and bring them with you to the broadcast.

- **Maslow's Hierarchy of Needs for Informal Visitor Contacts**
- **Know Your Site Activity**
- **Best Practices in Customer Service Activity**
- **Informal Visitor Contacts Techniques**

⇒ **Links to pre-session reading assignments – we recommend that you review these materials prior to attending the broadcast:**

*Opportunities for Intellectual and Emotional Connections*

<http://www.nps.gov/idp/interp/101/ConnectionOps.doc>

⇒ **Links to other useful references – explore on your own:**

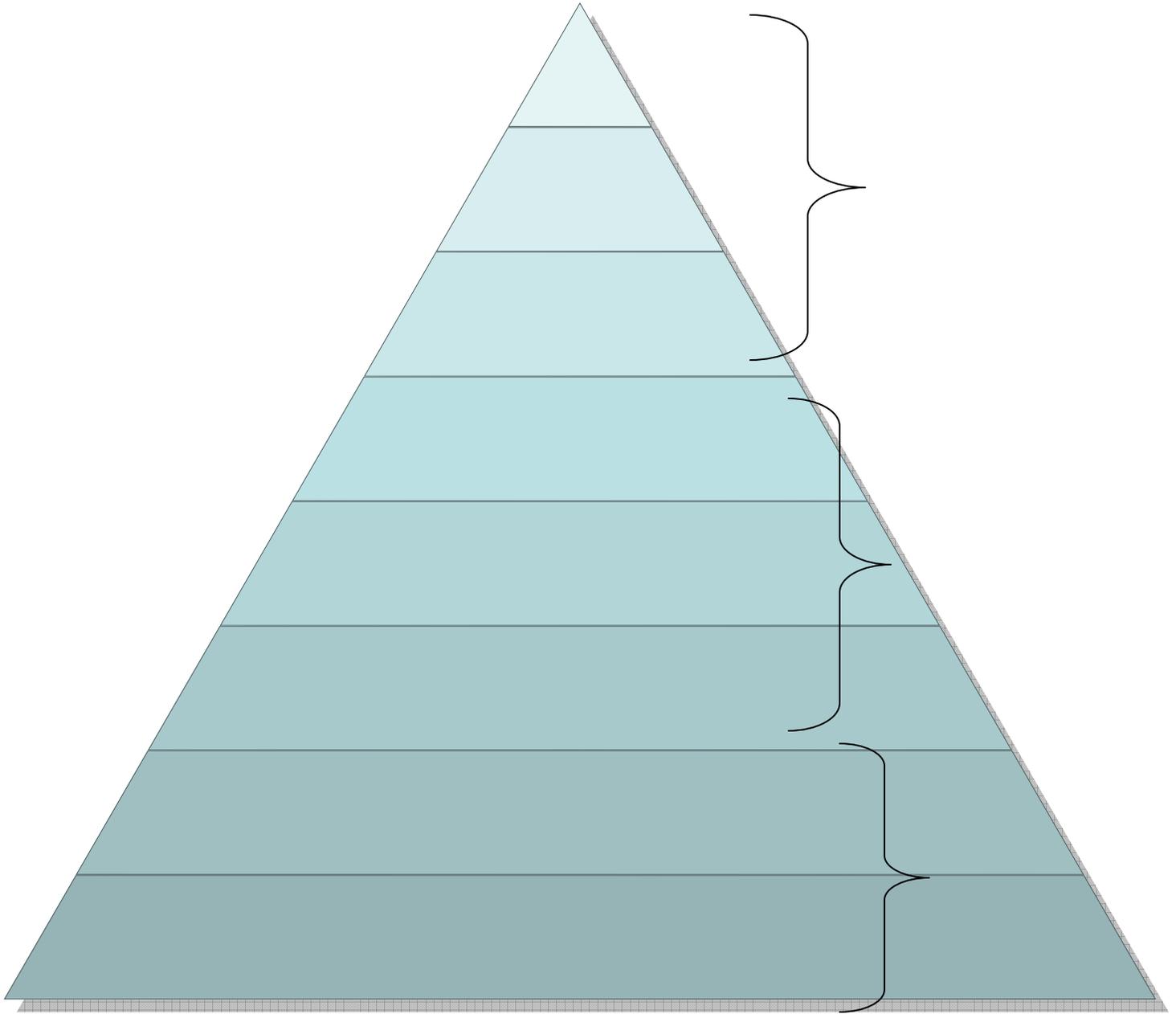
*Handles – A Survey of Interpretive Techniques*

<http://www.nps.gov/idp/interp/handlesupdate.pdf>

*Module 102- Informal Visitor Contacts Submission Guidelines*

<http://www.nps.gov/idp/interp/102/submit.htm>

# Maslow's Hierarchy of Needs for Informal Visitor Contacts



# Know Your Site Activity

## Orientation Questions

Frequently Asked Question	Basic Answer	In-depth Answer

## Information Questions

Frequently Asked Question	Basic Answer	In-depth Answer

## Interpretation Questions

Frequently Asked Question	Potential Tangibles	Potential Intangibles

# Best Practices in Customer Service Activity

Component	Rating	Strength/Weakness	Plan for Improvement
Personal Grooming			
Posture			
Attire			
Accessories			
Courteousness			
Helpfulness			
Knowledge			
Neutrality			
Objectivity			
Patience			
Personal Safety			
Body Language Skills			
Conflict Resolution			
Listening Skills			
Verbal Skills			

# Informal Visitor Contact Techniques

For each frequently asked question you have that could easily progress to interpretation, develop an answer designed to facilitate an opportunity for the visitor to form an intellectual or emotional connection with the meaning or significance of the resource. Then identify the following:

- Which interpretive technique you used
- For which audience it would be appropriate
- Which type of connection you tried to facilitate (emotional and/or intellectual)
- Which tangible resources you attempted to link to which intangible meanings

<b>Interpretive Question</b>	<b>Interpretive Answer</b>
Which interpretive techniques did you choose?	
For which audiences would this be appropriate?	
Which type of connection did you attempt to facilitate?	
Which tangible resources did you attempt to link to which intangible meanings?	