

FROM AUDIENCE TO CONNECTIVES - Karin Brandt, National Maritime Museum, Amsterdam, Netherlands

- to be an audience is a passive exercise; after all – you in this capacity as the audience will undergo what I have chosen to offer you
- as I am sending information to you that I hope will enter the listening zone of your brain which will result in a certain impact that will action you or make you conclude that the information is useful. Unfortunately, you might also tune out and consider me to a complete waste of your valuable time.
- My objective today is to challenge you, fellow Museum Colleagues, to look at The Audience with different eyes. I hope you will allow me to take you on the journey to become connected, for once connected, we will move from being a captive audience to a captivated audience, which means you have opened up and oh, how easy it will be to get that message across as you will be in the right mode to receive!
What does it take to become connected with our Audience?
- I would like to invite you to look at the Audience experience from the Visitor Perspective. Or wait! Let's rephrase that. I would like to invite you to look at the Audience experience from a GUEST perspective.
- The Journey to our Museums starts and ends at home – as once we realize which path our Guest follows to find his way to you, it will become easier to connect with him.
 - What has inspired your guest to visit you?
 - How has he/she chosen you as the domicile of his visit today?
 - And what is their expectancy of this visit?

- The journey starts with the collection of information; with the building of an expectancy which translates to a mental picture and will result in a positive or negative feeling – read: experience.
- This means that attention to the Guest Value Aspects needs to be a focus point, in contrast to the Content Value aspects.
 - The Guest needs to feel well taken care off.
 - Even if you are offering the best content in your capacity, the Guest Value will determine the total Experience.
 - Guest Value + Content Value equals Total Experience.
 - And offers, if its result is a positive feeling, the opportunity to:
- Inspire & interact
 - Have you ever realized that inspiration is actually a joint effort? If you are not open to being inspired, there is no way that for instance, I can be an inspiration to you.
 - You will not be open to being inspired if you are not comfortable, or if you don't have *that* positive feeling
 - But once comfortable, once opened up, you have allowed me to be an inspiration and once inspired
 - Our interaction starts.
 - This is a far cry from the traditional position of The Audience, which in fact is one way traffic and corresponds to me telling you to be quiet and to listen to me.
 - Does that sound familiar?
- Connect

- Now that I can interact with my guests, we can connect and because I am able to connect, I can truly offer you, my guests, that what it is you came here for. And you, my guest, you will feel enthused, comfortable, satisfied and inspired. You will feel part of a
- Community
 - an environment where comfort plays a predominant role in the total experience – that you had in mind when you made the decision to go to my museum
- The Audience has become the sum of all these elements increasing her value:
- As The Value of the Audience is determined by the quality of the content and the level of the hospitality offered. If this value is pleasant, recognizable, inspiring, enriching enough, it stimulates a repeat visit. THEREFORE, the value of our audience for the museum is enhanced – customer value is increased and a long term valuable relationship is established.