Visitor Journey Simulation: Mastering The Design of Visitor Experience Concepts

21 - 25 Jul 2025
Madrid

AGILE LEADERS
Training Center

Visitor Journey Simulation: Mastering The Design of Visitor Experience Concepts

Ref.: 36279_259092 **Date:** 21 - 25 Jul 2025 **Location:** Madrid **Fees:** 5700 **Euro**

Course Overview:

This course offers a complete dive into the art and science of visitor experience design. Participants will analyse and map the entire visitor experience from start to finish, enhancing comprehension, enjoyment, and connection to the theme or nature of the site. This course covers critical areas such as visitor journey mapping, enhancing visitor engagement, and implementing hosting etiquette and protocols. It also delves into visitor safety concerns, cultural hosting aspects, and visitor experience mistake-proofing using Poka Yoke. Participants will learn to listen to the voice of the visitor VOV, identify visitor needs, and create effective visitor experience blueprints. By the end of the course, attendees will have the tools to improve visitor satisfaction and journey enhancement, positioning themselves as specialists in visitor coordination and experience.

Target Audience:

- Visitor Experience Specialists
- Visitor Coordinators
- Customer Service Representatives
- Hospitality Professionals
- Event Coordinators
- Museum and Exhibition Staff
- Tourism Industry Professionals

Targeted Organizational Departments:

- Customer Service Departments
- Hospitality and Tourism Management
- Event Planning and Management
- Museum and Exhibition Operations
- Marketing and Public Relations

Targeted Industries:

- Tourism and Travel
- Hospitality
- Museums and Cultural Institutions
- Event Management
- Entertainment and Theme Parks

Course Offerings:

By the end of this course, participants will be able to:

- Design and map visitor experiences from start to finish.
- Implement visitor journey mapping and create effective blueprints.
- Enhance visitor engagement and satisfaction during their visit.
- Apply hosting etiquette, protocols, and safety measures.
- Incorporate cultural aspects into hosting practices.
- Utilize mistake-proofing techniques Poka Yoke in visitor experiences.
- Gather and analyse visitor feedback VOV to improve services.
- Identify and meet various visitor needs, including emotional, social, and functional requirements.

Training Methodology:

This course utilizes a blend of interactive training methodologies to ensure a thorough understanding of visitor experience concepts. Participants will engage in case studies, group discussions, and hands-on simulations of visitor journey mapping. Interactive sessions will focus on enhancing visitor engagement, applying Poka Yoke techniques, and practicing hosting protocols. Feedback sessions will enable participants to listen to the voice of the visitor VOV and report accurate feedback. Real-world scenarios and role-playing exercises will be used to simulate various visitor needs and improve the overall visitor experience.

Course Toolbox:

- complete workbooks and manuals
- Case study materials
- Checklists and templates for hosting protocols
- Online resources and reading materials
- Feedback and reporting tools

Course Agenda:

Day 1: Introduction to Visitor Experience Design

- **Topic 1:** Overview of Visitor Experience Design
- **Topic 2:** Understanding Visitor Journey Mapping
- **Topic 3:** Creating Visitor Experience Blueprints
- **Topic 4:** Identifying Strengths and Areas for Improvement
- **Topic 5:** Enhancing Visitor Comprehension and Enjoyment
- **Topic 6:** Connection to the Theme or Nature of the Site
- **Reflection & Review:** Key Learnings and Insights from Day 1

Day 2: Advanced Visitor Engagement Techniques

- **Topic 1:** Enhancing Visitor Engagement Levels
- **Topic 2:** Hosting Etiquette and Protocols
- **Topic 3:** Ensuring Hosting Safety Concerns
- **Topic 4:** Cultural Aspects of Hosting Visitors
- **Topic 5:** Walking the Extra Mile in Enhancing Visitor Journey
- **Topic 6:** Visitor Feedback and VOV Reporting
- **Reflection & Review:** Key Learnings and Insights from Day 2

Day 3: Visitor Needs Analysis

- **Topic 1:** Discovering Declared Visitor Needs and Wants
- **Topic 2:** Identifying Undeclared Visitor Needs and Wants
- **Topic 3:** Types of Visitor Needs
- **Topic 4:** Emotional and Social Needs
- **Topic 5:** Empathy and Functional Needs
- **Topic 6:** Information, Control, and Convenience Needs
- **Reflection & Review:** Key Learnings and Insights from Day 3

Day 4: Poka Yoke and Mistake Proofing

- **Topic 1:** Introduction to Poka Yoke in Visitor Experience
- **Topic 2:** Implementing Mistake Proofing Techniques
- **Topic 3:** Practical Applications of Poka Yoke
- **Topic 4:** Ensuring Visitor Satisfaction through Poka Yoke
- **Topic 5:** Continuous Improvement and Feedback Loops
- **Topic 6:** Case Studies and Real-World Examples
- **Reflection & Review:** Key Learnings and Insights from Day 4

Day 5: Practical Applications and Simulation Exercises

- **Topic 1:** Real-World Application of Visitor Experience Design
- **Topic 2:** Visitor Journey Simulation Exercises
- **Topic 3:** Analysing and Improving Visitor Experiences
- **Topic 4:** Creating Action Plans for Visitor Experience Enhancement
- **Topic 5:** Final Assessment and Feedback
- **Topic 6:** Implementing Visitor Experience Insights
- **Reflection & Review:** Key Learnings and Insights from the Course

How This Course is Different from Other Similar Courses:

The course stands out due to its complete and interactive approach to visitor experience design. Unlike other courses, this program provides a deep dive into visitor journey mapping, enhancing

engagement, and mistake-proofing with Poka Yoke. The course emphasizes real-world application through simulations and role-playing exercises, ensuring participants can effectively implement what they learn. Additionally, it covers the cultural aspects of hosting and advanced engagement techniques, making it a holistic program tailored for specialists and coordinators in the visitor experience field.

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

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Training Center

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Gamified and
Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.

Our Training
Cate gories

We cover a wide range of training categories to cater to different needs and interests

Branding, Marketing, Customer Relations, & Sales Programs
Finance and Accounting Programs
Human Resources Management Programs
Management & Leadership Programs

Political & Public Relations Programs
Project Management Programs
Quality & Process Management
Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.

Where to
Find Us

You can join our training programs at our centers located in

We also offer online training sessions through the Zoom platform.

Malaysia	Morocco	Spain	France	UK	Italy	Egypt	Turkey	Georgia	Azerbaijan	UAE
Kuala Lumpur	Casablanca	Barcelona	Paris	London	Rome	Cairo Sharm El-Sheikh	Istanbul	Tbilisi	Baku	Dubai

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