

Visitor Journey Simulation: Mastering The Design of Visitor Experience Concepts

5 – 9 July 2027
Milan

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Training Center

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Ref: 36279_21005 **Date:** 5 – 9 July 2027 **Location:** Milan **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

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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

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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

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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.