

Andy Lane – Marketing Manager, INTECH Science Centre and Planetarium
Monday 8th July 2013 2pm, INTECH.

The interview with Andy will relate to his experience of working at Beaulieu Abbey (and INTECH), how the interpretations were planned from a marketing perspective and the processes they went through before installation.

Questions relating to the involvement of the visitor in the interpretation process will be asked.

Discussion regarding the marketing methods used to attract visitors will be planned.

Background information:

1. I would like to start by asking you about your previous position at Beaulieu (position)
2. What led you to this position? (education / work)
3. Do you have a special personal interest in this type of work? (influence)
4. What led you to move to INTECH – a very different market from cultural heritage?
5. With the different roles at Beaulieu and INTECH, which do you feel gives you more 'freedom' with your approach to marketing and interpretation?

Marketing & Curation:

1. Are you able to explain the process from your marketing perspective for 'putting on' an interpretation?
2. As a marketing manager, do you feel that there is sometimes a 'conflict' between the interpretation and marketing? (i.e. do you feel that to attract the visitor, your marketing ideas are heavily influenced by the interpretation concept or vice versa?)
3. Would you like to see more, or less, involvement / collaboration with the curatorial / design team?
4. As a team, do you involve the visitor in the initial concept stage (i.e. focus groups)?
5. Do you involve the visitor at other stages of an interpretation / exhibit?

Visitor Interpretation at Beaulieu:

1. The abbey is the foundation of Beaulieu, when visitors come to Beaulieu, the focus generally appears to be the motor museum and / or palace house. Would you like to have seen the abbey engage more visitors with its heritage even though your priority was for the motor museum?
2. If so, what would be your vision of the perfect visitor interpretation for the Abbey?
3. And with limiting factors?
4. What do you think is the most important aspect of the abbey to portray in an interpretation for the visitor? (building/space, people, lifestyle, community or combination of all?)
5. How would you (personally) plan to engage the visitor with this aspect?

Visitor Research and Measuring the Visitor Experience (Beaulieu and INTECH):

1. Would you explain, for interview purposes, the types of visitors that mostly visit the Beaulieu complex? (i.e. different demographic groups)
2. Can you tell me how you find out what the visitors 'like' when they visit the Beaulieu complex? (visitor research / feedback, interpretation design research, other site examples)
3. Did you track where they visit the most and why they visit?
4. What methods did you use to communicate with your visitors (social media, mail shots)?
5. The methods used at Beaulieu and now at INTECH, do they differ, and if so, in what way?
6. Which method(s) have you found to be the most successful in engaging a response from visitors?
7. How do you measure and analyse the visitor experience?
8. Do you feel this could be achieved in a better way / differently for an even more successful / engaging visitor experience?

Thank you.