

## **DESIGNING GREAT TOURS FOR CHILDREN AND FAMILIES TWELVE TOP TIPS**

You have some exciting, fascinating and intriguing things to share with young visitors to your site.

OK, so you may never be able to compete with an Xbox, but a great tour can still entertain, enthrall and engage both young and family audiences.

So, how can you do it?

Here are our Twelve Top Tips for children's and family tours that REALLY work

### **AUDIENCE**

1. Think about the age group that you are aiming at. Most family tours assume that young visitors will be roughly between the ages of 7 and 13. There are also solutions for younger children, though. Try the younger children's tour at the Museum of Lincoln life; it's a great example of keeping it simple.
2. Writing a children's or family tour is NOT about using an Adult Tour and just taking out all the long words. So, use a scriptwriter –preferably a professional one- with the imagination, experience and story-telling skills required for the specialized task of reaching young audiences.
3. If you have an adult tour, build on the links between it and the family or children's tour. You can even ask the child to test the adults they are with. Try to make sure the stops are about the same length and at the same place on the two tours.

### **STYLE**

4. Your script needs to be written to be spoken, rather than to be read. There is a big difference!
5. Children's and family tours need to be interactive – think about puzzles, quizzes and games. Interactive does not necessarily mean expensive.
6. Use MULTI media, not just a collection of images with audio. Interactives,

games, images, video, and sound all go together to put the MULTI in multimedia.

7. Humour helps enormously, especially if it is shared.

## **CONTENT**

8. To make sure that the visitor connects with your site and does not just stare at the screen, you will need interesting ways of linking your content with the objects, or features of your site,
9. Remember to keep the content punchy. As a rule, any narrative should be in bursts of between one to and a half minute lengths; that can be difficult to achieve.
10. Think about whether you want a narrator, or a presenter, and if they should be in character. ATS Heritage have used historical characters, ghosts, animals, and even made their characters walk out of a painting. Whichever way you decide to go, the narrative needs to be strong – all the right words and in the right order, as Morecambe and Wise might have advised.

## **DON'T FORGET TO...**

11. Test your tour with a representative group of visitors, and test it again when it's built.

## **AND FINALLY...**

12. Have a look at the ATS Heritage family Tour promo video; it is full of great ideas!