



محاكاة رحلة الزوار: إتقان مفاهيم تصميم تجربة الزوار



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الرجوع: 36279_21006 التاريخ: 02 - 06 Mar 2027 الموقع: ميلان الرسوم: Euro 5700

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

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

Day 2: Advanced Visitor Engagement Techniques

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

Day 3: Visitor Needs Analysis

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

Day 4: Poka Yoke and Mistake Proofing

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

Day 5: Practical Applications and Simulation Exercises

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

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.



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AGILE LEADERS
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دورات معتمدة من قبل هيئات دولية



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المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع
الرشيقية

مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

مدن التدريب



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونتره - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

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.



AGILE LEADERS
Training Center

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