



# premier visitor experience highlights

FY20 training

**I LOVE TRAINING**



**TRAINING'S MY FAVORITE**

## our mission

“The Dalí Museum cares for and shares an expertly curated collection of Salvador Dalí works to \_\_\_\_\_ and provide unique inspiration for events, programs and special exhibits that allow us to serve as an active resource in the cultural life of our community and the world at large.”

## our mission

\“The Dalí Museum cares for and shares an expertly curated collection of Salvador Dalí works to **delight and educate our visitors** and provide unique inspiration for events, programs and special exhibits that allow us to serve as an active resource in the cultural life of our community and the world at large.”

# training objective

strengthen our collaborative and  
communication skills

improve interactions with visitors and volunteer colleagues

review volunteer protocols and requirements



THE DALÍ

what is a visitor?

*“Visitors are our guests”*

-Walt Disney



# visitors “rule”

A visitor is the purpose behind all that we do.

Without visitors, the works in the galleries would not be on view.

A visitor is not always right, but they are always respectfully heard.

why should we care?

Without visitors we would not survive.

As a single artist venue, we need visitors to delight in the  
Museum and *return*.



premier visitor experience standards

serve  
guide  
comfort  
+ delight





Dilbert.com DilbertCartoonist@gmail.com

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# our visitors, our goals

Visitors will continue to visit The Dalí when we provide:

A warm welcome

Are helpful and informed  
about exhibitions, performances, and programs

Caring, authentic service

# improve interactions with visitors

Wear your name badge

Listen, without interruption, then speak.

Be aware of  
your tone,  
your body language,  
your expression  
your demeanor

# positive word choice

activity

but...

and...



# tone: how and what you say

Be consistent – in what we say, do and how we respond.

Be clear and concise.

Be inspiring not overwhelming.

Be confident without screaming.

Be funny not silly.

# word choice

No

I can't

Just a second

You need to

I don't know

You have to

The Garden closes at 4pm

Here are some options

I will find someone who can

I will find out for you

Would you mind waiting

Would you please

Would you mind

The Garden is open until 4pm

# body language

~~Closed arms  
No eye contact  
Slouched posture  
No head movement  
Frowning  
Doing other work~~

Open arms  
Eye contact  
Upright posture  
Head nodding  
Smiling  
Stop working

*“I know you think you understand what you thought I said but I'm not sure you realize that what you heard is not what I meant”*

-Alan Greenspan



# enhance interactions with visitors

Be the museum's talking points.  
familiar with

# winter/spring talking points with visitors

## The Dalí

Unparalleled collection of Dalí's work.  
Core collection donated by A. Reynolds and Eleanor Morse.  
Includes over 2,400 works – 96 oil paintings.

## Midnight in Paris: Surrealism at the Crossroads, 1929

Takes visitors to 1929 Paris, when Surrealism faced a critical turning point  
Organized by the renowned Centre Pompidou, Paris and The Dalí Museum  
This is the only US venue for the exhibition

# winter/spring talking points with visitors

## Capital Grant Application (“expansion”)

Excited about the opportunities a potential Museum expansion could bring  
We are in the middle of several stages of the capital projects application process.  
We are encouraged by the response thus far.

## Dali Lives

Celebrates Salvador Dali’s art and legacy  
Using cutting-edge artificial intelligence (AI)-based techniques



# enhance interactions with visitors

Familiarize yourself with sources for information on:

tours, lectures, programs – signs, website, the app, daily briefing

how to use the museum's app – on site and at home



Fabulous team  
Rewarding  
**Creative**  
Fun  
**People**  
Challenging  
Accommodating Welcoming  
Inspiring

International  
**Friendly**  
**People**  
Supportive  
Trust

volunteer colleagues = visitors

Treat your volunteer colleagues with the same respect, kindness and consideration as you would a visitor.

*“Treat others as they wish to be treated”*

-Platinum Rule

# enhance collaboration with volunteer colleagues

Respect and support decisions made by the museum trustees and management

Respect and praise your volunteer colleagues' ideas – [vcouncil@thedali.org](mailto:vcouncil@thedali.org).

Avoid giving in to or responding in anger

Be aware that our visitors observe all our interpersonal communications.

# enhance volunteer colleague interactions

Be punctual for your service time – 15 mins prior

Notify the Volunteer Office 48+ hours prior to canceling your service time – [volunteer.office@thedali.org](mailto:volunteer.office@thedali.org).

Avoid defensive, judgmental word choices:  
*but, always, never, should, must.*

The Museum does not have a view on politics, religion, nationalism.

# respectful communication “rules”

Listen actively

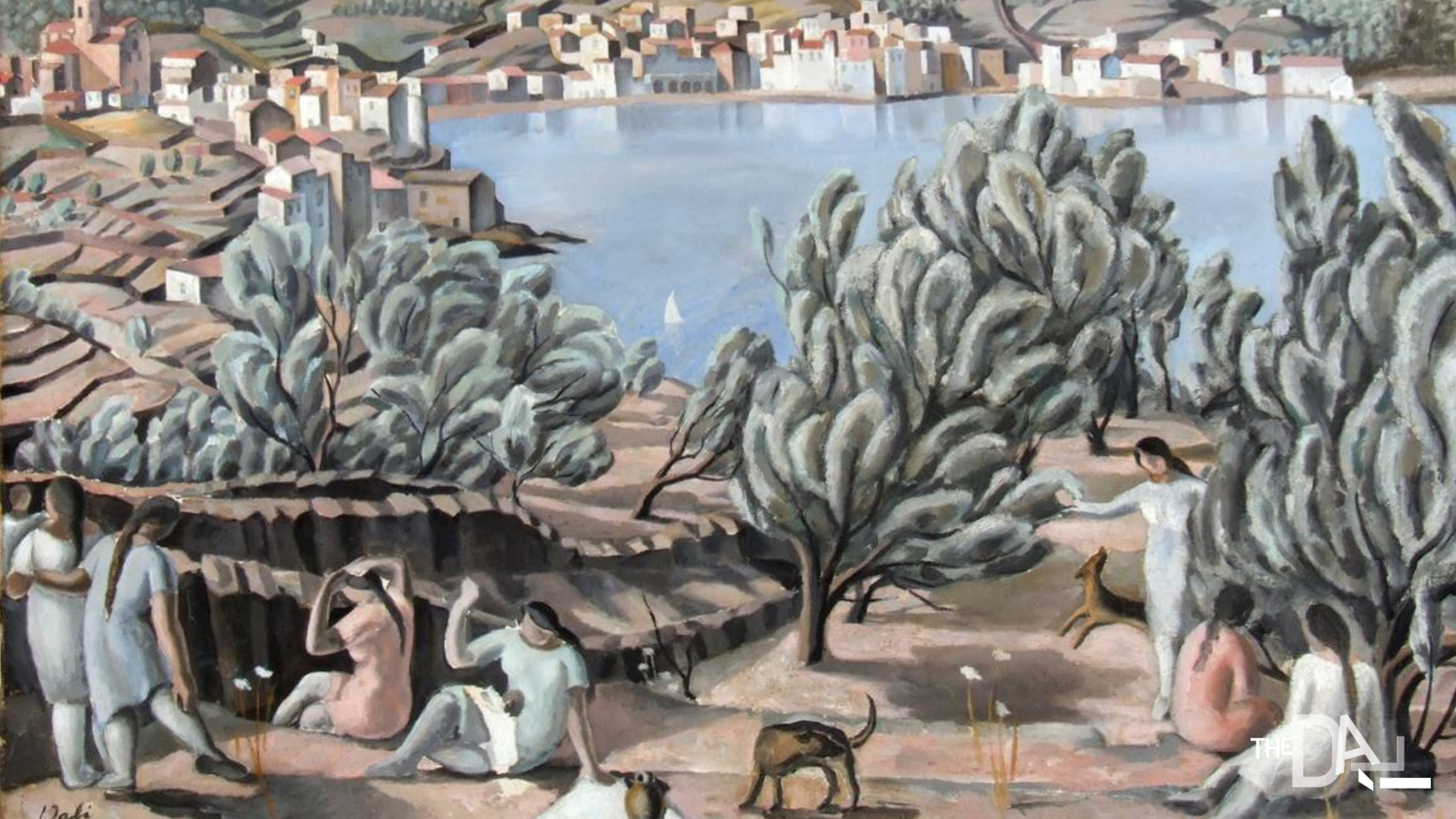
Do not interrupt

Speak with discretion

Talk face-to-face when possible

Keep it short, simple and direct





Mali

THE DA

# resolving conflict

# h.e.a.r. technique

## HEAR

Let the person tell their entire story without interruption. Sometimes we just want to vent.  
Body language: open arms, eye contact, nodding head.

## EMPATHIZE

Convey that you understand how they feel.

## APOLOGIZE

Even if you didn't do whatever made them upset, you can still be genuinely apologetic for how they feel. Tone: sincere, honest, and appreciative

## RESOLVE

Resolve the issue quickly.

tours and resources

# touring in the galleries

Tour times are published:

Jumbotron – Information Station at the base of the stairway

Website at the visit tab

App under Tours- Docent Tours

Signs outside the James Wing

Public, Private, & School tours conducted in the James Wing

Private tours conducted in the Hough Wing

# wow it is a busy season!

## Right of Way Rules of the Gallery

**RULE ONE** - Please YIELD to all VISITORS if they are already in a space

PAUSE a moment... ask, "Is it OK if we join you in this area for our tour?"

**RULE TWO** - Please be aware of and yield to a public tour if you are touring with a private or school tour.

**RULE THREE** -Please yield to a school tour (10 & 11am M-F) if you are a private tour.

# wow it is a busy season!

## Tour Routes in the Gallery

Keep public, private, and school tours to **45-55 mins** MAX

**TRIANGLE TOUR** required for groups over 15-18 Visitors at any point in the tour  
Adjust/Count as you go

Security will request that docents not complying with this tour route be pulled from the schedule until the end of season to protect the art and the safety/accessibility of all visitors in the galleries.

# touring in the galleries – triangle route

**TRIANGLE TOUR** required for groups over 15-18 Visitors

Do not include:

**ALL EARLY WORKS**

**PORTRAIT OF MY DEAD BROTHER SALON**

**ANTI-ART SALON**

**SURREAL WORKS SALON**

**DISCOVERY OF AMERICA SALON**

**GALACIDALACIDESOXIRIBUNUCLEICACID**

**VELAZQUEZ...**

Check with Volunteer Office Prior to your tour for information.



# touring in the galleries

WOW is it busy this season!

Friends and Family tours require 1+ business day notice to the Volunteer Office  
[volunteer.office@thedali.org](mailto:volunteer.office@thedali.org)

Free School Tours

For their safety, students are allowed to sit in the gallery

Please set up expectations

“Sit = a position in which a student’s weight is supported by their buttocks vs. feet or back” - Chaperones are requested to enforce not the docent..

# architecture touring

WOW is it busy this season!

Your tour times are published and encouraged by our information desk volunteers and greeters.

Please keep to the Overlook and public areas for the tours, keeping out of the galleries for visitor flow.

# garden touring

WOW is it busy this season!

Your tour times are published and encouraged by our information desk volunteers and greeters.

Please take visitors out through the Store to begin your tour at the Fountain of Youth for optimum visitor flow.

# training requirements

## Annual Requirements

Handbook states, docents must complete 6 hours of training annually to maintain active status as a docent.

Training hours are not included as service hours for membership or other benefits.



thank you