



SITE TOURS: PROMOTE YOUR ACTIVITY



Science communication lecture

You are opening the doors of your research laboratory to clients, partners and students. Tours provide a special moment to present your establishment, promote your work and, most importantly, form an exceptional bond with your guests. Throughout this conference, we will point out some of the important features of guided tours and ways to make this exchange more fruitful.



Objectives

Understand the features of site visits
Develop an effective tour route

Training duration

1 h

Number of participants

Up to 200 people

Audience

R&D Teams: scientists, engineers, technicians...

Educational resources

Theoretical background, exercises, training course manual in PDF format

Evaluation procedures

Questionnaire at the end of training

Prerequisites

None



Program

Understand the features of site visits

What distinguishes a guided tour from a classic oral presentation?

What objectives can we fix by means of a site visit?

Develop an effective tour route

Who are your visitors?

What expectations do they have and how to fulfil them?