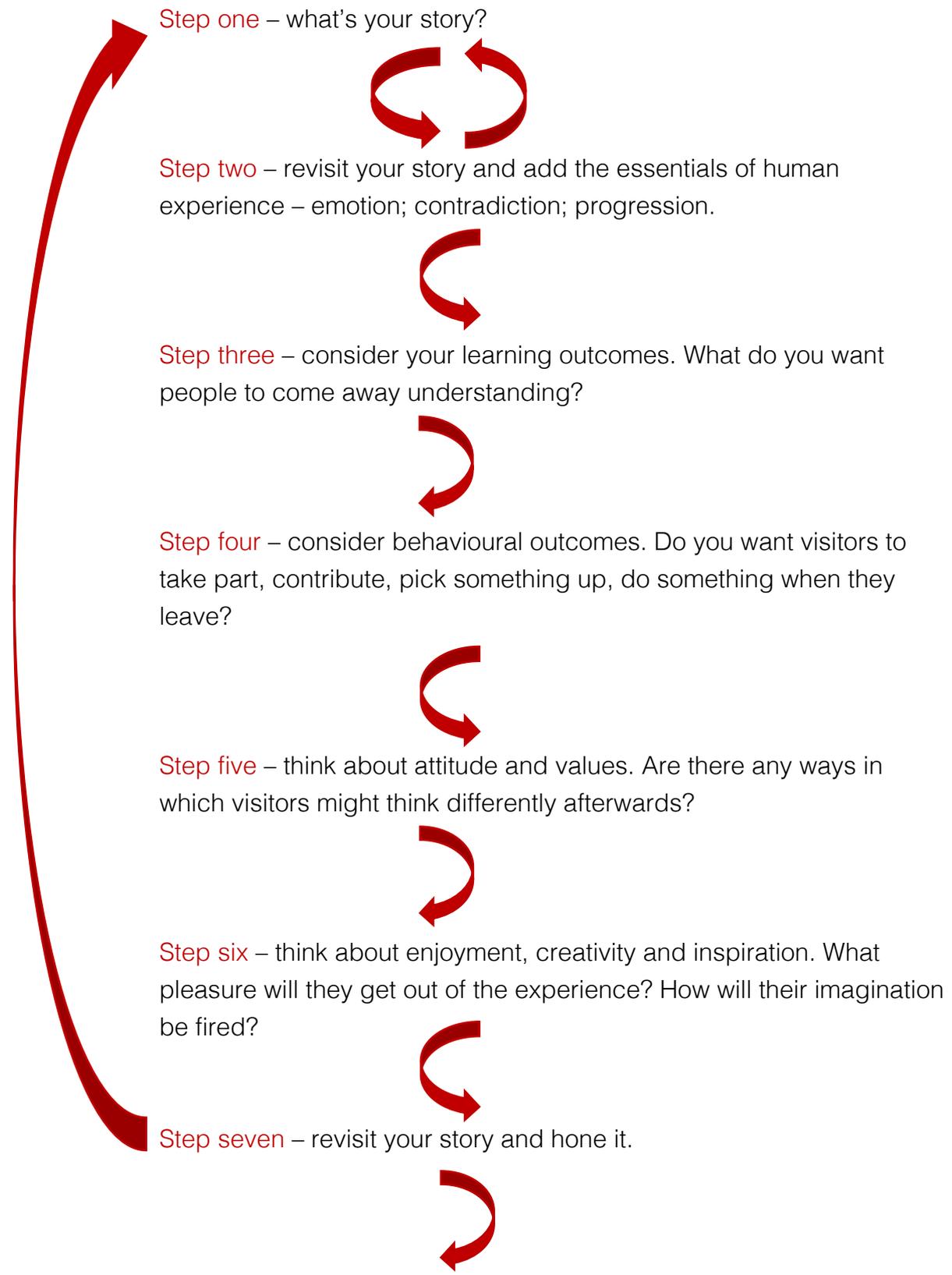
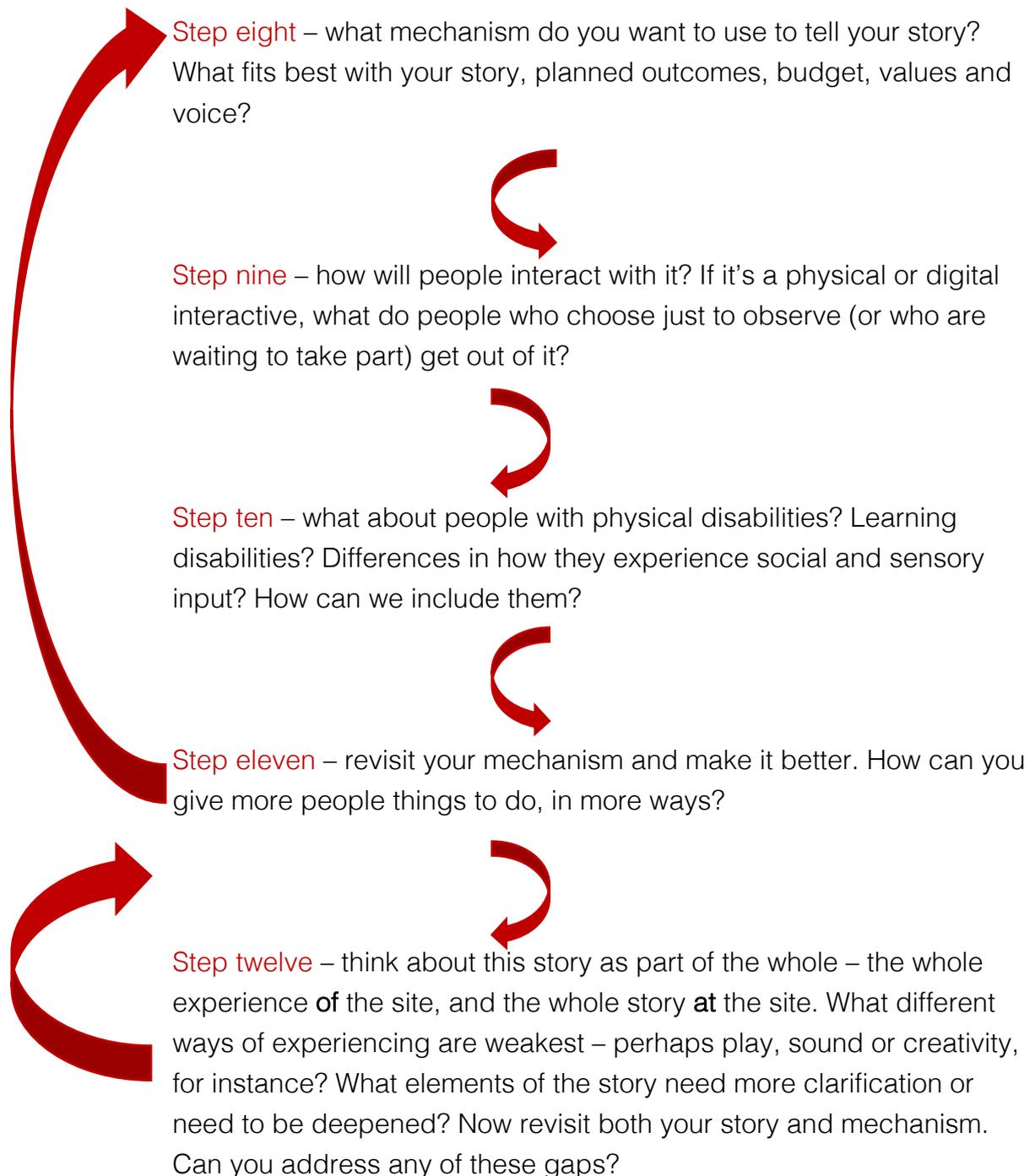


HOW TO PLAN A VISITOR EXPERIENCE







**Step thirteen** – write a brief, stating who your audiences are, what your core story is, what your learning outcomes are, what you want to achieve and how you plan to achieve it.

This may, or may not, be for an external contractor or specialist, but it is a useful guide either way – come back to it as you develop the work and repeatedly check you are still on brief.