

**Growing Interpretation**  
**NAI Region 9 Workshop, April 4-6, 2014**

**Canogle Workshop**

**A. Current State** (5 minutes)

1. Identify a specific location that is part of the property protected by your organization that you want to work on today.

2. Briefly describe the interpretative techniques you have adopted at that site. (e.g. signage, audio tours, etc.)

3. Note what's working and what's not working according to your peers, your manager and others inside and outside the organization, including visitors.

**B. Consider Mobile** (10 minutes including sharing with your small group)

Consider the same situation and location as in A and instead imagine you are using mobile hone technology to deliver content.

4. What would you do differently?

5. What opportunities would this open up for you?

6. How might this technology address what isn't working well now?

### **C. Follow Up**

Select one of the ideas you identified for your organization in B.

Explain why you've selected this approach

State the specific goal for using this technology for this site.

Identify the metric: how will you know if you are successful?

Identify the content experts and other partners who can help you in this project.