



Visitor Script Template

This is intended merely as a guide to ensure Volunteer consistency of approach to Visitors, in order to comply with Visit Scotland award criteria.

This basic script outlines the sequence of the Volunteers / Visit, but does not supply a detailed word script, in order to allow each Volunteer to bring their own personal style to the Volunteer / Visitor interaction.

This should be read in conjunction with the Mission Statement, and the “MEMORABLE” aims.

- **Meet and greet Visitors warmly, introducing yourself by name, (Name badges required)**
- **Establish rapport through general conversation or their specific interest for visiting.**
- Establish first language preference and Welcome boards (Braille if required)
- Outline that the Maggie Law is the centre – piece of the Museum
- Offer a short introduction to the Maggie Law history, as the fishermen’s response to the RNLI Lifeboat in 1890 (Gourdon boat builder James (Jeems) Mowatt)
- Make the links between the Cutty Sark, Hercules Linton and James (Jeems) Mowatt as a partnership, using the models and the Tourist guide booklet about the Inverbervie Linton memorial. Make links to Clochnahill, father of Robert Burns / Robert Burns / Tam o’ Shanter, “Well done Cutty Sark” (Mare’s tail on Linton Memorial)
- Inform Visitors, that information is displayed throughout the Museum, and encourage questions
- Offer the Visitor Tour Guide hand - sets, the Armchair Tour or a browsing approach
- Highlight and encourage Visitors to read the story on the model fishing boat Happy Return, as containing a great WW1 story about Gourdon, the Bella, and a German submarine.
- Let people know they are free to browse, take photographs, and let them know you are going to open the Upper Deck for them.
- Open the Upper deck, lights in cabinets, and gallery lights
- Let people know that the Upper Deck is now open and that there is a great connection between Gourdon and Titanic. (Notice on door on way out) Ask for feedback when they come back downstairs.
- The Upper Deck is basically an information Centre, short stories, but more available if required in archives and on the website
- Encourage feedback from Upper Deck visit, adults and children alike
- Encourage signing of the Visitor’s book, with contact details.
- Encourage donations as a Voluntary organisation dependent on contributions
- Encourage purchasing of merchandise.
- Encourage spreading the word about the Museum (Business Cards / Website)
- **Thank Visitors warmly for their interest, their visit and their donations, and make a commitment to any follow up activity on their behalf.**





The Maggie Law Maritime Museum, Gourdon, DD10 0LW,
www.maggielaw.co.uk
Tel: 01561 361855

