

## Knowing Your Audience

### Seniors

We have time to chat and love to tell you stories. Please ask us what we think; we'd love to tell you. Looking for the CONNECTION factor.

### ESL

Your appearance and posture will determine whether or not we approach. Too much talking can scare us off. We respond well when you gesture to us to make first contact. Give us the option to touch as soon as possible. We are looking for the TOUCH factor.

### Tourists

We come from all age groups. We have a short attention span a not lot of time. If it's not interesting in the first few minutes, we're on to the next activity. We are looking for how things relate to us. We may not know much about local biodiversity (or about biodiversity at all). We are looking for the WOW factor.

### Children

We enjoy using all our senses, but have limited motor skills. We need clear instructions if you want us to do an activity. We get easily distracted or bored with you if you're not being fun. If you ask us a question, we will probably tell you everything we know – not necessarily answer the question. We need the INTERACTION & WOW factors.

### Adults

I like to ask questions and contribute answers when asked directly. I especially enjoy one-on-one discussion with you. Interesting facts that I didn't know impress me. We are looking for the FYI factor.

### Teens

I don't want to be treated as a child. I like to be challenged physically and mentally but only when I can win. If you explain something, use analogies, so I can relate to it. I am looking for the COOL factor.