



Developing Tours

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Introduction

Context experts have a deep passion and knowledge of a place, time or culture. Tours share this through personal, perspective-changing experiences that awaken a passion for the pursuit of knowledge in our clients. Developing a tour like this involves **taking all your knowledge and organizing it** into a narrative and a structure that engages clients in a participatory learning experience.

No expert does a tour in the exact same way as another. And you may even do a tour differently each time as you will respond to the group in front of you and clients will need different methods, different stories, different materials to hook them in and support their learning.

Building the content of your tour, you should **carefully consider your theme and narrative**, as well as **the learning and engagement methods, approaches, and techniques** that you will use.

You may find the [Tour Planning Tool](#) useful to make sure you develop your tour taking all these things into consideration. For your first tours, it can also be worthwhile having a few notes for reassurance (but try not to refer to them too often)

The Basics: Structure

Make sure that you arrive early to the meeting point. We expect you to arrive 10 minutes before the scheduled start time of any tour.



The Introduction

(~10 mins)

The opening minutes of a tour are crucial to **establish a rapport** with clients, give them an idea of what is going to ensue, and gain valuable insight into their needs and interests. Every tour in every city should include a roughly 5-10 minute introduction. A good introduction should include:

- Introducing yourself
 - Say a few words about your background and expertise (this will settle you and the clients)
 - Make sure to try and greet each of the clients by name
- Introduce Context
 - Say a few words about Context and why you enjoy working for us
- Explain the itinerary
 - Make sure to say a few words about what to expect and where clients might be able to stop for bathroom/coffee breaks

Turn your phone to silent/vibrate after all clients have arrived.

The Breaks

(5-15 minutes)

Any tour of 3 hours or more in duration should include some breaks. In our experience, clients are more receptive to a rest break for a coffee, bathroom visit etc. in the middle of the tour. Make sure you know where a few good cafes and clean bathrooms are along the route.

The Body of the Tour

Narrative, stories and effective transitions

The body of the tour should have an **overarching narrative** and should **engage clients** making use of well-framed information, stories, and supplementary materials. Make sure not to overload clients with information and facts - a well told story is far more effective than a list of dates or names to glean information about a city.

Make sure you have good, effective ways of transitioning from one stop to the next. One of the most effective ways to do this is to tease what is coming up. This provides structure and helps the clients fit all the stops into a coherent narrative. Between stops make sure to enter into conversation with the clients.

Keep an eye on the time throughout your tour and adjust any remaining content accordingly i.e. extend or shorten what is left in order to finish up on time.



The Conclusion

(5-10 minutes)

Please end your tour within the allotted time. While clients may be very appreciative of an extra 5 or 10 minutes of your time to wrap up a discussion, many clients have other appointments scheduled and may feel shy about communicating this. In your conclusion, you should:

- Re-state the goals of the tour, summarize key themes, and remind the audience of key stopping points.
- Tell your audience how glad you are to have spent some time with them.
- If they are amenable, recommend other Context tours in the city.
- Offer to walk clients to a taxi or public transport and give them some recommendations for their trip.

