

## Interpretation planning template

Programme title Write this last and strive to convey your theme in your title

---

### Topic and theme

Complete the following as complete sentences

1. "Generally, my tour is about....."

---

---

2. "Specifically I want to tell my audience about....."

---

---

3. "After my tour, I want my audience to understand that...."

---

---

From Ham, S. (1992)

Now fine tune your theme from No. 3 above. Themes are usually written as a

- Complete sentence
- Expresses one idea
- Interestingly worded
- Answers the 'So what?' question
- Strives to be short and specific
- Links a tangible to an intangible, use graph below to brainstorm these.

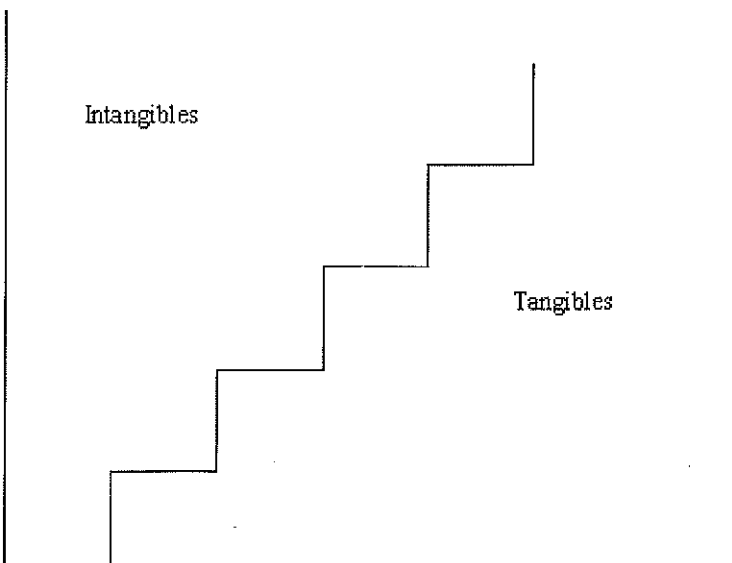
Theme:

---

---

---

Use this graph<sup>1</sup> to brainstorm the tangibles and intangibles which relate to your topic.



<sup>1</sup> From David Larsen, U.S. National Park Service Module 101