

The Interpretive Process (Interpretation Plan)

Select a topic	
Narrow topic to one main idea/theme	
Write a theme statement as a single sentence	
Research the theme (show what sources and where from)	
Identify the audience	
Brainstorm interpretive options (create a mindmap) – use extra sheet to do this	
Develop interpretive presentation POW (capture the groups attention) What will you do to achieve this?	

Bridge (answer the questions – 5Ws)	
Body (illustrate the main message) in a summarised form	
Conclusion (summarise your interpretation)	
Company Objectives (3) (Measurable, Specified, Achievable) (How is this achieved within the tour and interpretation process)	

Performance appraisal strategies identified (Mentor Checklist for tour guide to match their interpretation against	Mentor Checklist (available)