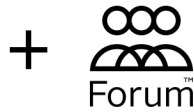


CASE STUDY:



Glensheen Mansion



Museum Enhances Visitor Experience using Innovative Software

Glensheen Mansion is the most-visited house museum in the Midwest. Located on the shores of Lake Superior, it's listed on the U.S National Register of Historic Places and offers awe-inspiring architecture and a completely custom interior design. Its patriarch was Chester Congdon, a lawyer and businessman who made his riches in mining and rubbed shoulders with Rockefeller and Carnegie along the way.

Nowadays, Glensheen is overseen by director Dan Hartman. Under his leadership, his team is carving out a unique path that dodges any preconceived notions of what it means to be a house museum. Concerts, beer gardens, galas, and flashlight tours are just *some* of the regular occurrences that happen there. "As a field, we've done such a great job of boring people for so long. So, we need to change that culture," Hartman said.

Forum Enhances Tour Experience

Glensheen's visitor attendance has doubled to over 140K annually



since Hartman became director in 2013. It's because of their openness to adopting solutions like Forum, that they've been so successful.

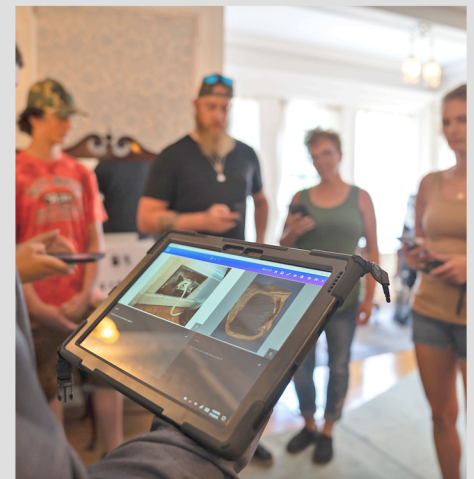
"Forum enables us to engage our audiences better and create a personal touch that's been missing before," said Hartman. Glensheen's tour guides are using Forum to show guests rare historical photos, quiz their tour groups and field questions.

"Forum helps create a more immersive feeling," said Brandon Hartung, Glensheen Tour Guide.

Features Drive More Participation

Forum makes it easier for tourists to follow along and understand the

history in a way that wasn't possible beforehand. Currently, Forum is used to seamlessly share photo-rich presentations with their tour groups as they travel throughout the estate, helping provide a more enhanced, visual backstory.



"The strongest educational element...actually asking them the questions. It's those polls, it's the questions. It keeps them engaged while they're on tour."

- Dan Hartman, Glensheen Mansion Director



Glensheen's guides use Forum's polling feature to ask their group questions during tours. It keeps guests entertained and encourages them to be active learners. It also measures their retention of information, helping guides adjust their tour accordingly. Glensheen's tour guides quickly took to creating their own questions within Forum, allowing them to customize the experience the way they see fit.

"When using Forum, it's so cool to see people's faces light up at what this does."

- Jane Pederson, Glensheen Mansion Marketing Director

museum industry. ***"I think the opportunities are endless for other historic sites, different museums. I can see aquariums, planetariums, art museums, you name it. All of these different types of museums can potentially use this to their advantage...giving a great experience for their visitors,"*** said Pederson.

Hartman adds, "I love that now other museums are copying a lot of the stuff that we do. That's awesome. Let's make the whole field better."

Museum/Public-Tour Industry Application

The Glensheen team sees great value in what the Forum solution can bring to the rest of the

To find out how Forum can transform the experience in your museum or tour, please visit:

Fasetto.com/Forum

