

## **Managing Calories to Sculpt Your Body An Exhibit Space at the National Healthy and Fitness Convention**

### **Exhibit/Display Design—Part 1**

#### **What will attract visitors to enter your exhibit or approach your display?**

- Creative attention-getting façade:
  - Life-sized “Before and After” photos on either side of the façade
  - Perhaps a façade highlighting a corporate sponsorship – teaming up with 24HR Fitness and “The Biggest Loser” TV show to capitalize on a brand that is popular, contemporary, and recognizable
  - Perhaps a large LED display above the façade, resembling a scale, showing numbers decreasing – this display would be positioned in between the “Before and After” life-sized photos
  - Bright colors
- “Catchy” tune playing in the background, perhaps a motivational or inspirational song like “Proud”
- Entry level giveaways:
  - 2-week pass to 24HR Fitness or LA | FITNESS
  - Free 1-hour consultation with a personal trainer at the above two gyms for body composition and fitness assessment

#### **Once there, what will engage them in the exhibit or display?**

- Entry point will be a short video, depicting a personal story of success and life change – someone that has lost a significant amount of weight and body fat
  - If possible, the person in the video corresponds to the life-sized “Before and After” photos

#### **What will enliven prior knowledge or experiences relevant to the exhibit or display?**

- After the introductory video, short Q & A session
  - Emphasizing audience participation and connection to what and who they watched in the video
  - Sharing of personal stories of struggle with being overweight or inability to maintain ideal weight
  - Purpose is to spark interest in achieving same success as person in video and “Before and After” photos

#### **How will you present new information? (objects? text? media?)**

Demonstration of calorie management system using:

- Laptop / LCD display
- Web site: <http://myfooddiary.com>
- Physical data (i.e. age, gender, weight, exercise activities, foods eaten)
- Data is linked to 3-D graphic animation / drawing tool to demonstrate body sculpting morphing as weight is gained or lost

**Will visitors have an opportunity to apply their new feelings or understanding? Draw a sketch? Make a choice? Try a solution?**

Visitors will have a chance to try the calorie management system:

- Input personal physical data
- Interact with food database of <http://myfooddiary.com>
- Set personal goals (i.e. eating habits, exercise activities, and physical goals like weight, clothing sizes, and activity levels)

**What will prompt visitors to think or feel and/or discuss?**

- 3-D animation of body sculpting
- Discussion with fitness consultants leading the demonstration
- Demonstration leaders will solicit affective responses and encourage visitors that they can be successful at achieving their personal physical, health, and fitness goals

**What physical interaction might stimulate thought and/or discussion?**

- Visitors will be invited to try calorie management system as described above – the capstone activity of the exhibit

**How will you facilitate further exploration?**

- Return of feedback cards at three levels of visitor participation of the exhibit's activities:
  - Entry level – Watching the entry video
    - Giveaway: 2-week pass to 24HR Fitness or other sponsoring gym, 1 hour consultation with personal trainer or fitness consultant
  - Mid-level – Participating in post-video discussion and watching calorie management demonstration
    - Giveaway: All the entry-level giveaways plus 1-week subscription to <http://myfooddiary.com>
  - High-level (active participant of all exhibit activities) – Participate in capstone activity with a fitness consultant
    - Giveaway: All the entry- and mid-level giveaways plus discounted price subscription to <http://myfooddiary.com> and a workout towel with gym logo
- Follow-up each feedback card appropriate to the visitor participation level:
  - Entry level – follow-up phone call or email
    - Goal: Invite to participate in calorie management demonstration at the local gym or in-home “meeting”
  - Mid-level – follow-up phone call or email
    - Goal: Invite to fitness workshop at gym (using 2-week pass giveaway) and learn how to incorporate exercise into calorie management system
  - High-level – follow-up phone call or email
    - Goal: Invite to purchase three phone coaching sessions on using the calorie management system plus free personal training session while using the 2-week pass to the gym
    - Become a regular paid-subscription user of <http://myfooddiary.com>

## **Lesson Plan & Learning Materials—Part 1**

### **How will you attract museum visitors to want to use your learning activity?**

- Video as described previously
- Demonstration as described previously
- Both of these lead to the highest level of visitor participation – capstone activity where the visitor tries the calorie management system with their own personal data and can visualize the results on the LCD display

### **Once they have it, what will keep them engaged with it? Will you offer a "reward" for completing it?**

- Three levels of “giveaways” as described previously

### **What will enliven prior knowledge or experiences relevant to the learning activity?**

- Post-video discussion as described previously
- Personal testimonials given by people successful in using the calorie management system as described previously
- Visitor testimonials of their desired physical weight, fitness, and health goals as described previously

### **How will the learning materials add value to the exhibit?**

- Increased visitor (learner) motivation and inspiration
- Easy-to-use, and thus accessible for many people
- Results-oriented, showing that learners’ goals are attainable

### **Will visitors have an opportunity to apply their new feelings or understanding? Draw a sketch? Make a choice? Try a solution?**

Visitors will:

- Be invited to participate in capstone activity
- Be given information on how to purchase the calorie management system and get started
  - Many of the giveaways facilitate use of the system (software, web site, gym membership)
- Fill out feedback cards – can express their reactions to what was presented and what they learned and their benefits to them personally

### **What will prompt visitors to reflect on what they see or experience?**

- Post-video discussion as described previously
- Post-demonstration discussion as described previously
- Feedback cards

### **What physical interaction might stimulate thought and/or discussion?**

- Video
- Discussions, sharing, testimonials
- Capstone activity

**How will you facilitate further exploration?**

- Feedback cards
- Follow-up invitations to start using the calorie management system at various levels depending on their participation level at the exhibit – as described previously