

Webinar Series on **Stakeholder Involvement** related to **Nuclear Power**



#3



Public Information Centres

Opening the Door: Maximizing the
Benefits of Public Information Centres



#3 Public Information Centres

Opening the Door: Maximizing the Benefits of Public Information Centres



Lisa Berthelot
Stakeholder Involvement Officer
IAEA Division of Nuclear Power



#3 Public Information Centres

Opening the Door: Maximizing the Benefits of Public Information Centres



Learning Objectives

By attending this webinar, you'll be able to:

- Select recommendations for new Public Information Centres
- Identify trends of user experience in exhibitions
- Choose how to exhibit nuclear information
- Design targeted activities in an Information Centre
- Build storytelling skills



#3 Public Information Centres

Opening the Door: Maximizing the Benefits of Public Information Centres



Today's Speakers



Dale Tesmond



Tatiana Yanichkina



#3 Public Information Centres

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Let's interact



Have you ever visited a nuclear visitors centre/public information centre?

- Yes
- No



#3 Public Information Centres

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Today's Speakers

Dale Tesmond

- Founder of Storybuilding® at Hyperquake
- Leading the team of Storybuilders in the creation of global customer experiences for 30+ years
- Clients including Siemens, Nike, Verizon, Honeywell, Cisco, Palo Alto Networks, JPMorgan Chase, and more
- Faculty speaker for the Association of Briefing Program Managers and at the University of Cincinnati.
- MBA from Xavier University and Board Member Emeritus for the Association of Briefing Program Managers

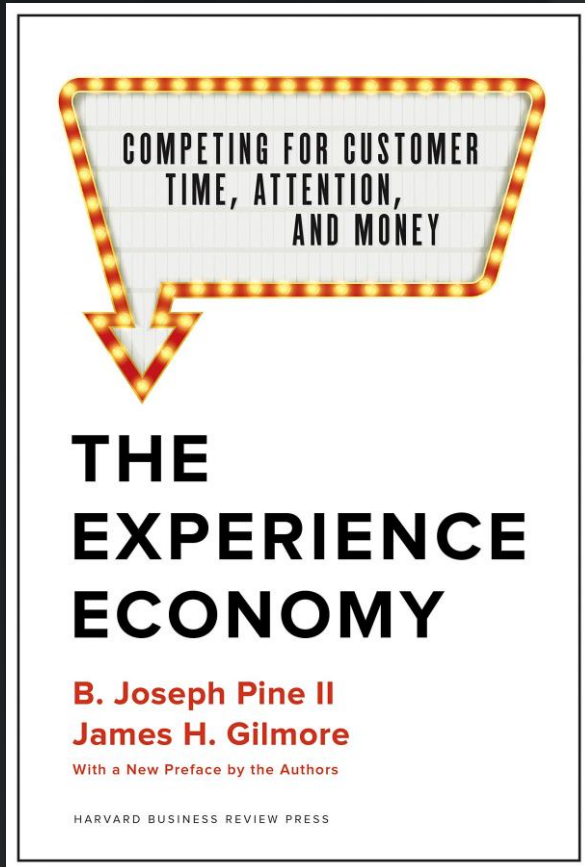


Hello,
IAEA webinar
participants.

Thank you for your
time today.

Dale Tesmond
Storybuilding® Founder, Hyperquake





THE EXPERIENCE ECONOMY

“We are living in the experience economy. Businesses must orchestrate memorable connections for their stakeholders, as the memories become the product – the “experience.”

– Pine & Gilmore



“Tell me and I forget.
Teach me and I remember.
Involve me and I learn.”

– *Benjamin Franklin*



We asked IAEA technical meeting participants two questions —

01

What is the best museum exhibit you have ever experienced? Why?

02

What is the best exhibit or media piece supporting nuclear power that you have experienced? Why?

Paks Nuclear Power Plant

(Hungary)

Information & Visitors' Centre of the Paks Nuclear Power Plant

“The Information and Visitors' Centre of the Paks Nuclear Power Plant: The visitors centre which is located in the immediate vicinity of the Paks NPP, not only shows the operation of the nuclear power plant, but it also contains a plant visit, **where a professional guide shows the visitors the control room of one of the power plant units, the turbine hall and even the reactor hall can be seen from a visitors corridor.** Truly unique because of its visual presentation, the personal information and the transparency of the work area.”

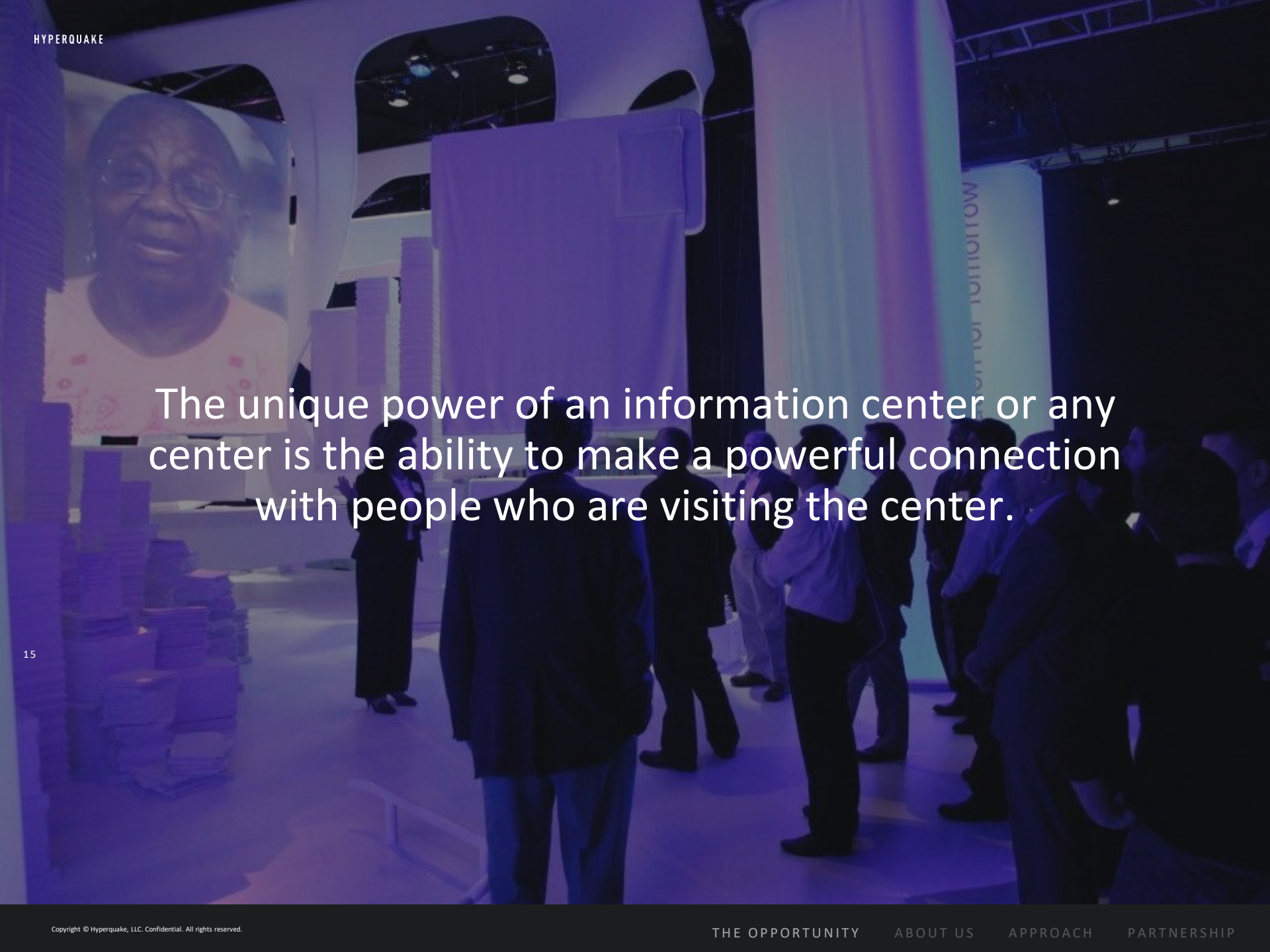


The Hermitage, St. Petersburg

(Russia)

“The best museum exhibit I've ever experienced is Hermitage in St.Petersburg. The place itself has a special atmosphere that **makes you go back into the history and feel it.** The works of the best Russian artists are very impressive and touching.”

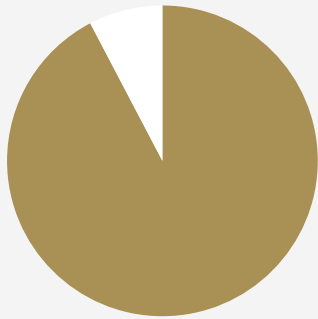


A photograph of a trade show booth. On the left, a large portrait of a woman with glasses and a white headscarf is displayed. In the center, a group of people in business attire are gathered, some looking at a large white board or display. The background features a tall, white, curved structure and a banner with the text 'WORLD FOR TOMORROW'. The overall lighting is dim, with a blue and purple tint.

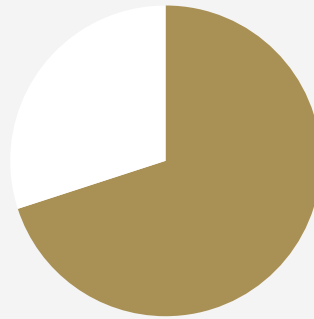
The unique power of an information center or any center is the ability to make a powerful connection with people who are visiting the center.

Experience & ROI

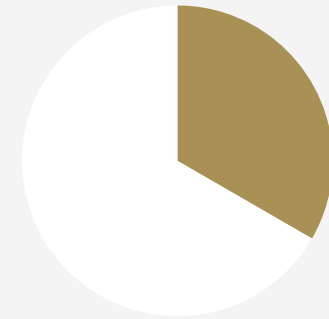
Annual Independent Research Study on ROI of Briefing Centers (1995-2017) conducted by Decision Analysts Inc.



POSITIVE INFLUENCE
89% of customers stated that a visit to the customer experience center positively impacted their business relationship.



POSITIVE RESULT
69% of customers stated the customer experience increased the final purchase amount by 33%.



SHORTENED SALE
37% of customers say the customer experience shortened the sales cycle by 33%.

Storybuilding[®]

Turning stories into
immersive experiences.



01

Consider the humans.
What do we want
people to think, feel,
and do?

02

The world
today:
Shared Values,
Trends, &
Insights

03

The Hero's
Journey:
Our customers
and the humans
we serve.

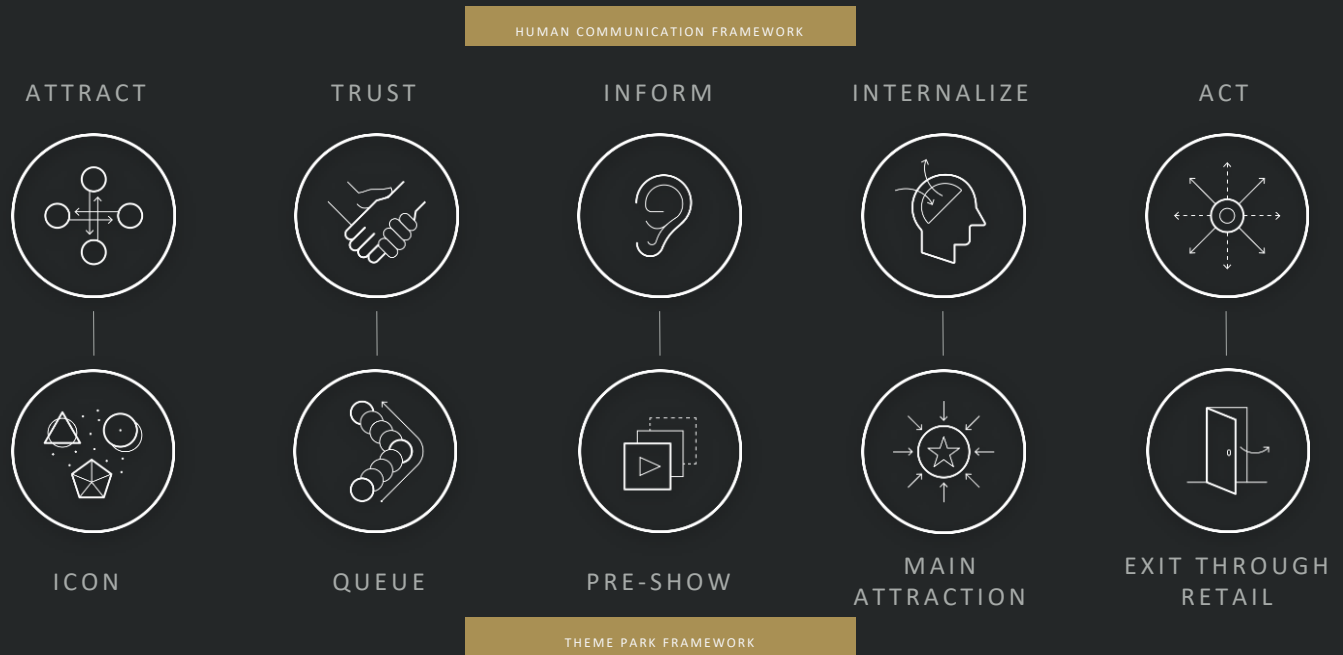
04

The Experience:
Vision, Inspiration,
Goals, Success
Metrics

The Experience Framework

We start with story.

We believe flexibility and adaptability can be achieved regardless of the physical environment, if the narrative and experience framework are consistent at every physical location. We use this “Experience Framework” to tap into the way we as humans communicate with one another, and offer a flexible journey through a narrative that can be adapted to any floor plan or geography. Experience matters.



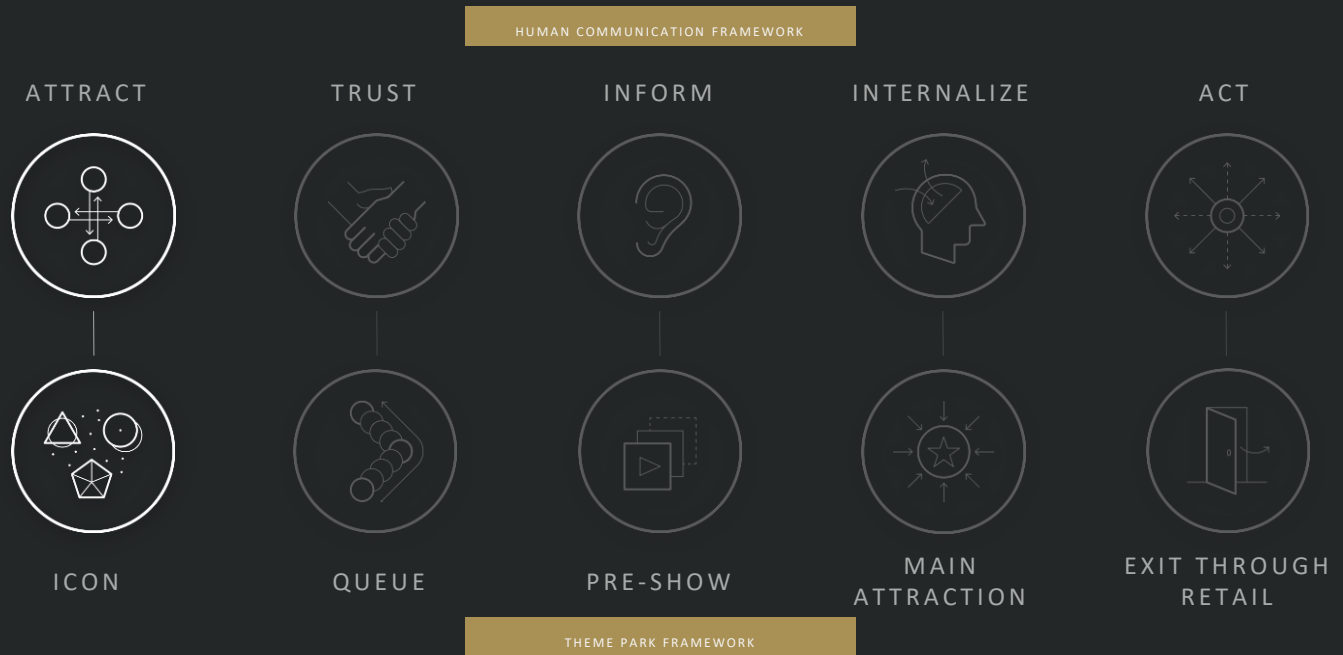
The Experience Framework

Attract

When we meet someone, we make a split-second determination - "Am I safe in this space with them," immediately followed by, "Might they be valuable for me to know?" Once we feel safe, we can then evaluate how helpful it will be to get to know the other person better. Fear and reward make great metaphors in helping us understand the pros and cons in those first few seconds.

Icon

The physical manifestation of an idea, intended to draw a participant towards an attraction



HUMAN COMMUNICATION FRAMEWORK

ATTRACT

DEFINITION

To draw in, feel safe, be approachable.

SCIENCE

Amygdala - Fear response: "Am I safe?"

Posterior Cingulate Cortex: Value Response "Does this seem worth it?"

THEME PARK FRAMEWORK

ICON

DEFINITION

The physical manifestation of an idea, intended to draw a participant towards an attraction.



The Experience Framework

Trust

Sure, trust is important, but is it really critical when communicating ideas? The obvious answer is 'yes' (just ask that used car salesman how his industry's reputation is doing). The handshake plays a critical role in building trust because it helps us bond with another person.

Queue

To progress along a predetermined path, or navigate a line with narrative elements.

HUMAN COMMUNICATION FRAMEWORK



THEME PARK FRAMEWORK

HUMAN COMMUNICATION FRAMEWORK

TRUST

DEFINITION

To place confidence in (someone).

SCIENCE

A handshake releases a chemical called Oxytocin which opens receptors in the brain for both the giver and receiver.

THEME PARK FRAMEWORK

QUEUE

DEFINITION

To progress along a predetermined path, or navigate a line with narrative elements.



The Experience Framework

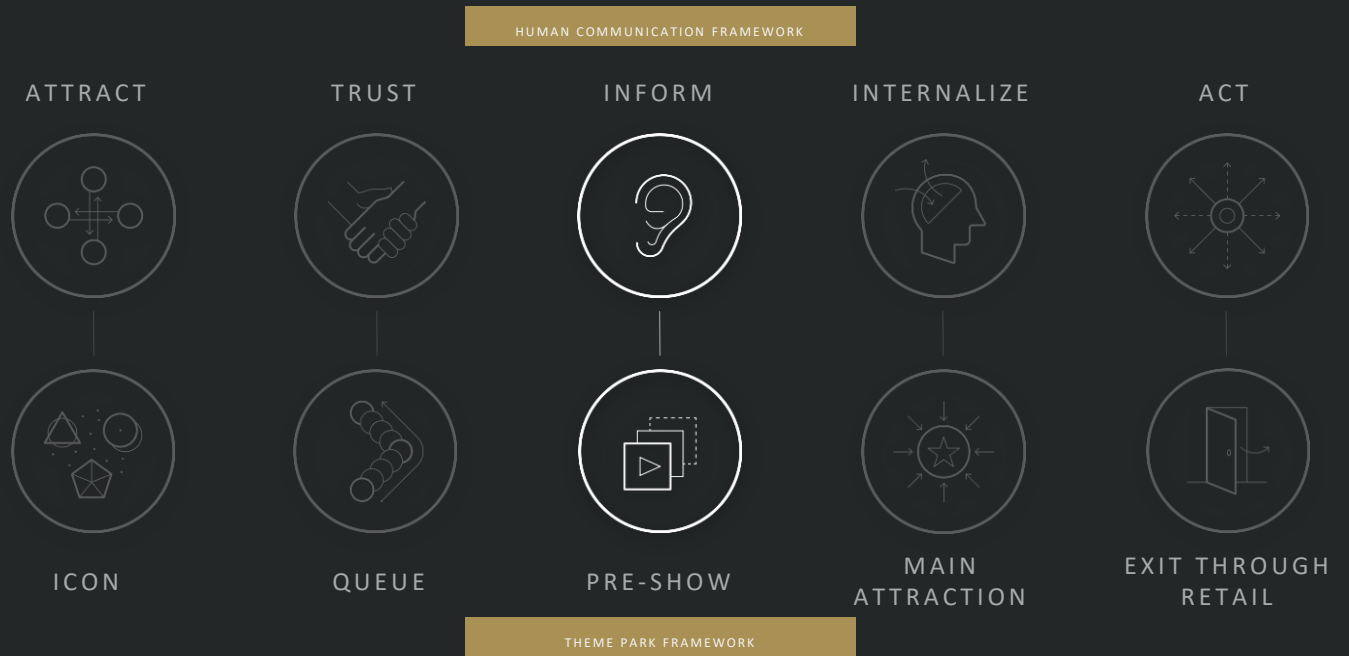
Inform

The level to which you trust someone is the depth to which you'll receive information from them. Remember that whole attract phase? Well, here it comes again. Once you determine that someone is not a threat (fear), and you find that they are useful (reward), you can 'move toward' valuable data. Our primary objective as humans is to keep ourselves safe, so a large portion of our brains is dedicated to this feat. So if you're not trusted, then good luck delivering that important information.

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Pre-Show

The delivery of mission-critical information to participants engaged in an experience.



HUMAN COMMUNICATION FRAMEWORK

INFORM

DEFINITION

v. To deliver material to (someone).

SCIENCE

The Limbic system in the broader system in the brain which either pushes away something or moves toward valuable data. This means our response to threats are much quicker and stronger than to reward situations.

THEME PARK FRAMEWORK

PRE-SHOW

DEFINITION

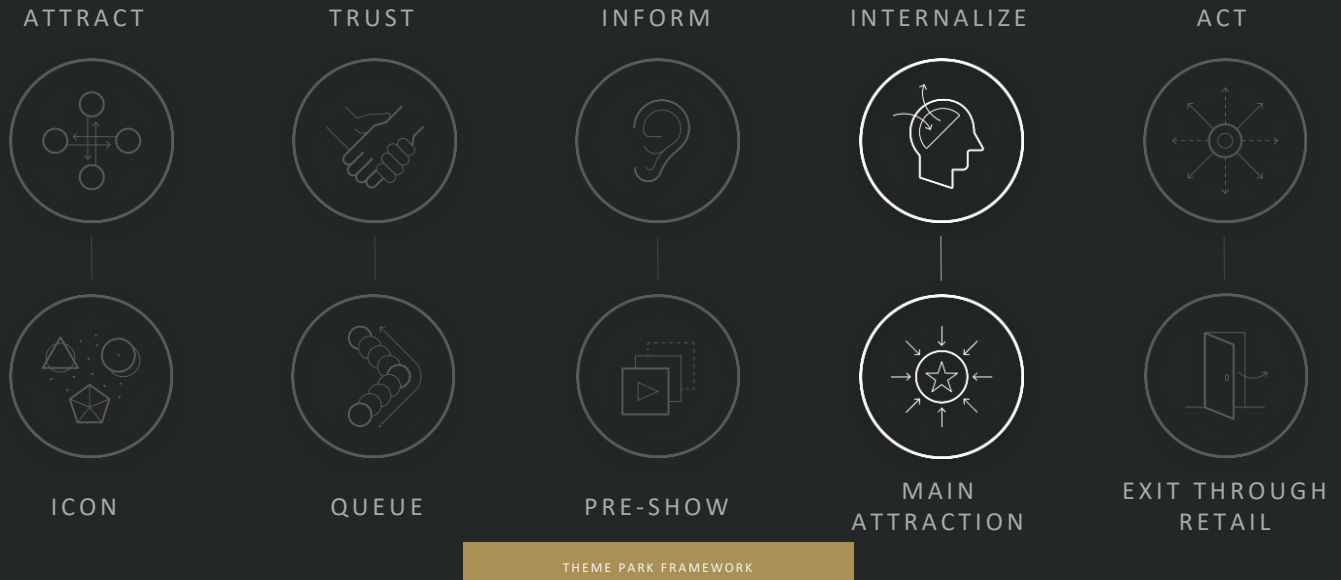
The delivery of mission-critical information to participants engaged in an experience.



The Experience Framework

Internalize

Great, the people trust you and your presentation is just right. Once you deliver the information, the audience's brains need some space to process it before it's stored (or discarded). The way this is achieved is through our attention filter, which quickly scans the information and decides how important (or valuable) the data is that's being presented. If it's deemed important and provided with context, the information then moves from our working memory to our long-term memory.



Main Attraction

The physical experience of the “why,” when your rational thoughts should be subsumed by a set of feelings.

HUMAN COMMUNICATION FRAMEWORK

INTERNALIZE

DEFINITION

v. To process information.

SCIENCE

Once information is delivered, our brains need some space to process it before its stored (or discarded). That's why when we hear statistics alone, we retain only 5% to 10% of what we hear. When stories are used to convey that same information, retention jumps to 65% to 70%.

THEME PARK FRAMEWORK

MAIN ATTRACTION

DEFINITION

The physical experience of the “Why”, when your rational thoughts should be replaced by a set of feelings.



The Experience Framework

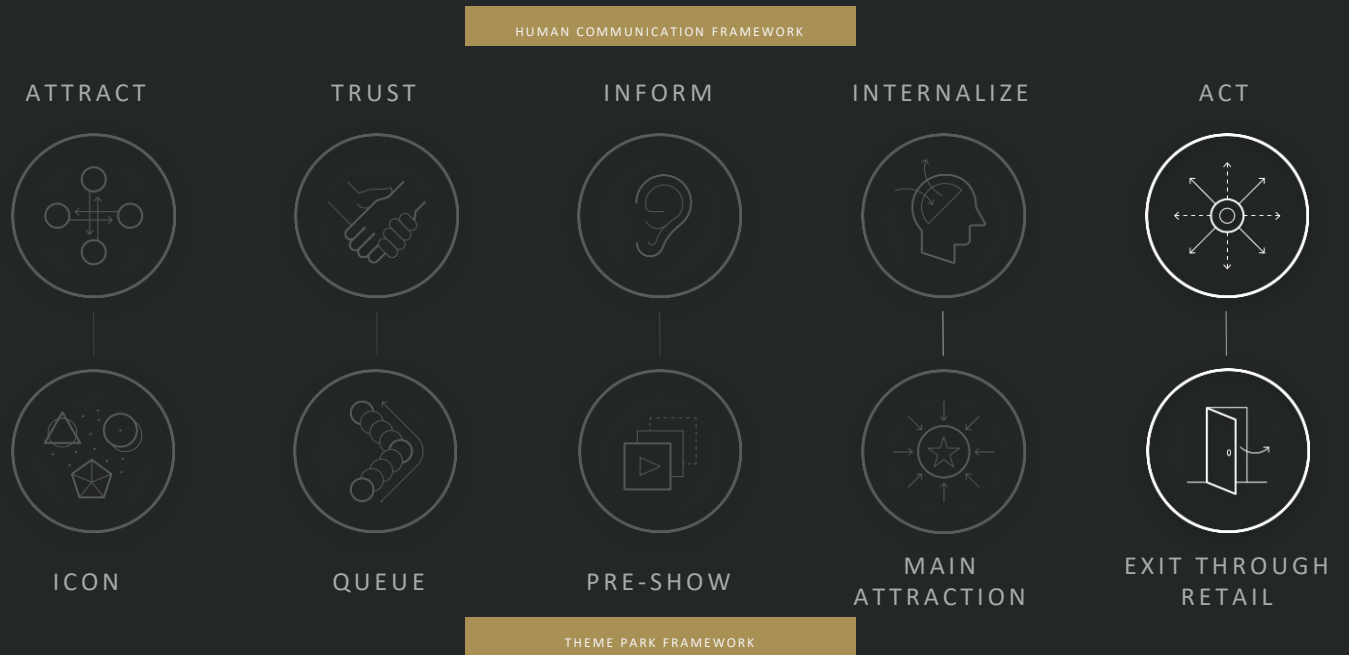
Act

This may come as a shock to you, but your actions aren't entirely your own. In fact, it's instinct that often influences our decisions before our rational thoughts set in. When we act on an impulse, we actually experience the intersection of multiple parts of the brain working simultaneously to help us determine our options, and measure the degree to which each option is feasible. Researchers have put this decision-making process to the test using brain scanners and found that they could predict a person's decisions seven seconds before those same people were even aware of making them.

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Exit Through Retail

To memorialize a feeling or abstraction into a physical or contractual memento



HUMAN COMMUNICATION FRAMEWORK

ACT

DEFINITION

v. To do something

SCIENCE

Your actions aren't really your own. In fact, new research suggests we may be in the passenger seat more than we thought when it comes to many of our decisions.

THEME PARK FRAMEWORK

EXIT THROUGH
RETAIL

DEFINITION

To memorialize a feeling or abstraction into a physical or contractual memento.



*Where are we
going?*

We now have the ability to listen to what's not being said.

Accurately track and predict audience engagement by leveraging biometric data to test videos, retail environments, and experiences.

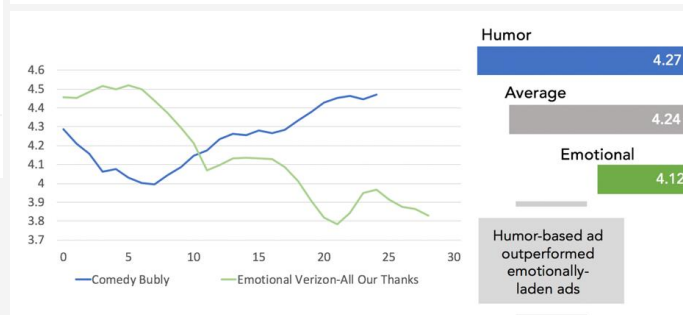
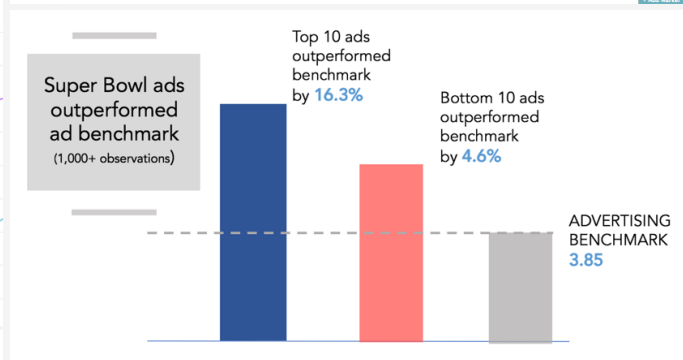
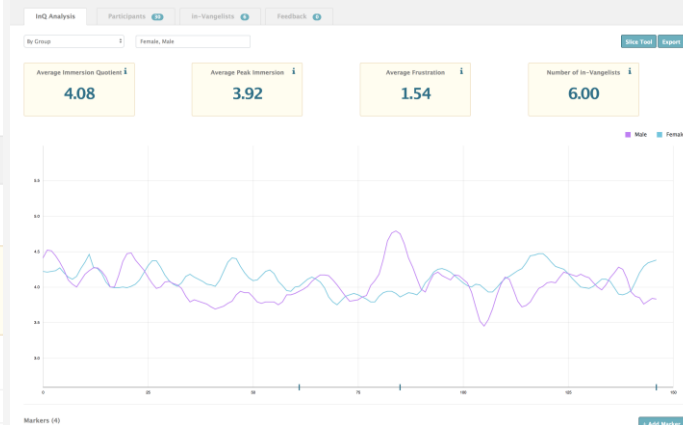


Output & Insights

- Prepare comparison data chart(s), insights and analysis vs. benchmark
- Prepare recommendations leveraging experience and HQ tools
- Deliver Neuropulse package



Above: examples of output & results, both real-time data, and insights.



Thank you.

I'm always happy to continue the conversation on ways to create or improve upon public information centers.

Dale Tesmond

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Today's Speakers

Tatiana Yanichkina



- Director General Energy of the Future, non-for-profit organization for nuclear information centers development
- 10+ years experience in educational and communication projects in nuclear industry
- Among them:
 - Information centers project won PIME 2010 award for Communications Excellence
 - Nuclear icebreaker took the Olympic flame to the North Pole
 - National Geographic Wild Edens project
 - 17 Russian information centers on nuclear technologies, and 6 in other countries

Multi-functional non-commercial communication approach aimed at educating public about the use of nuclear technologies

- The first information centre was opened in 2008 in Tomsk (Russia)
- Average number of visitors in each information centre – 1,500-1,800 persons per month



- Astana (**Kazakhstan**)
- Hanoi (**Vietnam**)
- Dhaka (**Bangladesh**)
- Mersin (**Turkey**)
- Minsk (**Belarus**)
- Tashkent (**Uzbekistan**)









500,000 visitors every year

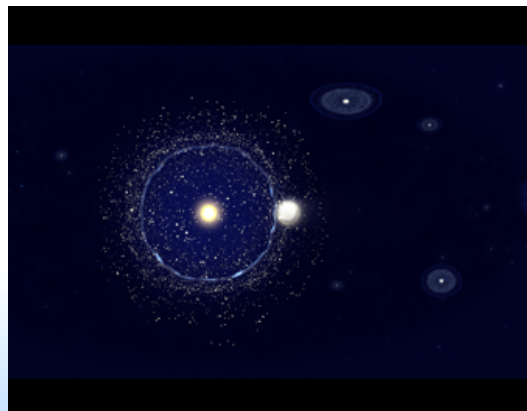
Public Information Centres: Examples and Good Practices



- 8 visitors centres attached to operating sites across the UK
- 1 million+ visitors since 2012
- 360° Virtual tour of a nuclear reactor
- <https://www.edfenergy.com/virtual-tours>

Plan your visit

 <p>Torness Located off the A1 near Dunbar, on the east coast of Scotland.</p> <p>Find out more</p>	 <p>Hunterston B Located on the North Ayrshire coast, one hour West of Glasgow</p> <p>Find out more</p>	 <p>Dungeness B Located on the Dungeness headland in the south of Kent</p> <p>Find out more</p>	 <p>West Burton B CCGT Located near Retford, Nottinghamshire</p> <p>Find out more</p>
 <p>Heysham Located in Lancashire, one hour north of Blackpool</p> <p>Find out more</p>	 <p>Hinkley Point Located in Angel Place Shopping Centre, Bridgwater, Somerset</p> <p>Find out more</p>	 <p>Hartlepool Located on the East coast in Hartlepool, County Durham</p> <p>Find out more</p>	 <p>Sizewell B Located near Leiston on the Suffolk coast</p> <p>Find out more</p>



What is nuclear power?

Shrink to the size of an atom and journey with us to the core of a nuclear reactor. Using virtual reality and CGI animation you can travel where no one has gone before. Watch how nuclear fission happens inside our power stations and how the energy is then used as steam to turn our turbines - producing electricity for your home.

[Watch the film here](#)



**“Summer Science Fun”
workshops**



Hands-on activities



Day in the life of a nuclear operator



Interactive games

Sizewell B Visitor Centre

40,000+ visitors since opening,
including school and college groups

Examples and Good Practices



- Mishkat Interactive Center for Atomic and Renewable Energy, Saudi Arabia
- 317,704 visitors at Mishkat since 2012
- 723,005 visitors engaged at external events
- 1,356 teachers served





“Mishkat Nights”



Interactive exhibits

Mawhiba Summer Program



“Saving Joule”

فيلم

إنقاذ
جُول

مغامرة الطاقة
الفضائية!

قريباً في صالة العرض



Examples and Good Practices



“Infotainment”



“Energorace”



- Energoland, Mochovce, Slovakia
- Approx. 15,000 visitors per year
- 3D cinema experience
- 360° virtual visitor centre tour
- <https://energoland.seas.sk/exposition>



Thermal mirror

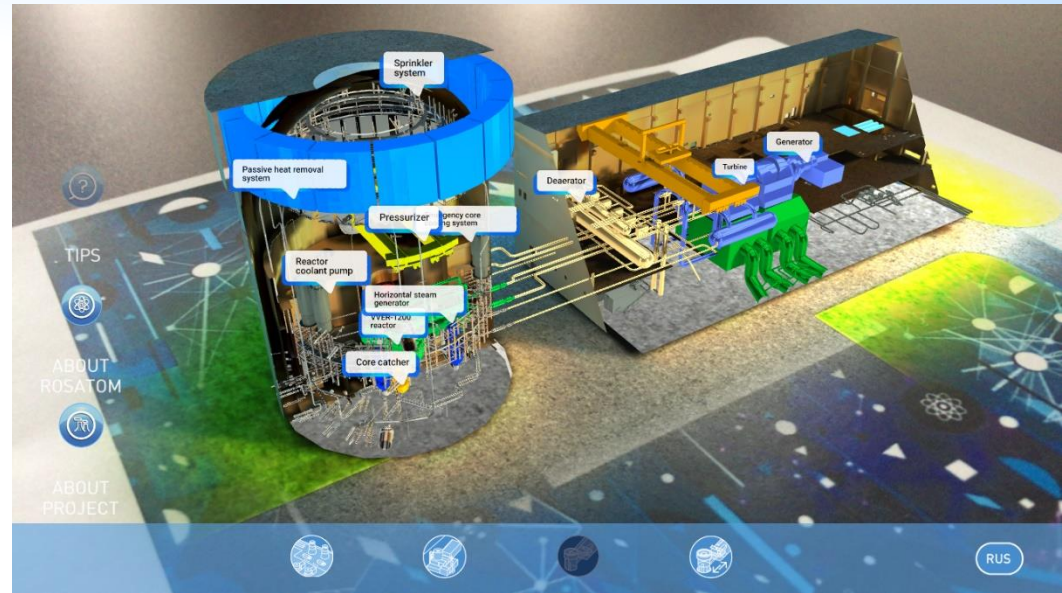


“Space Odyssey”

Examples and Good Practices



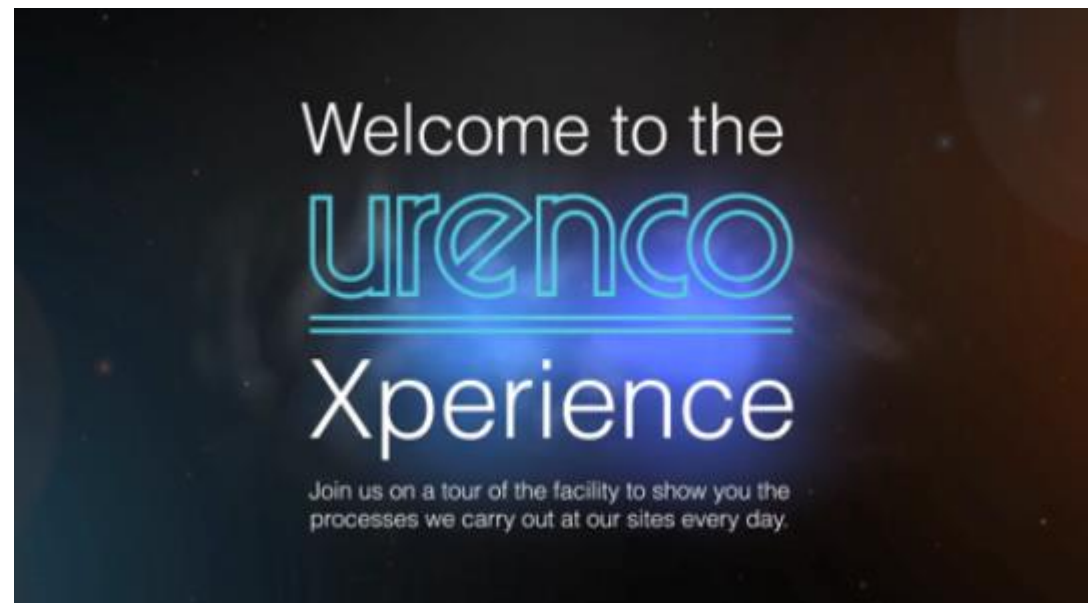
- Russian-designed VVER-1200 NPP App
- Augmented reality 3D tour of a Russian-designed NPP using camera on your device
- Available free on App Store and Google Play
- <http://www.rusatom-overseas.com/games-apps/mobile-app/>



Examples and Good Practices



- Nuclear fuel company
- Operates uranium enrichment plants across the world
- Online virtual tour of onsite enrichment operations
- <https://urencocom/about/tours>





#3 Public Information Centres

Opening the Door: Maximizing the Benefits of Public Information Centres



Let's interact



What features of a visitors centre (nuclear or non-nuclear) would you find most engaging? (Check top 3)

- Modern, interactive exhibits
- Hands-on activities such as summer programmes or workshops
- Educational films
- Downloadable games and apps
- In-person tours
- Online/virtual tours
- Mobile outreach (eg: school/community visits, travelling information centres)



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Q&A





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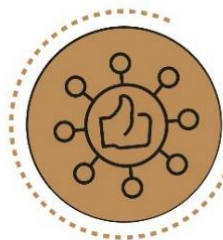


Before you go...

#4

Social Media

Rising to the Social Media Challenge



#5

Messaging, Storytelling & Plain Language

Telling Your Nuclear Story



#6

Media Relations

Today's Media Landscape and Communicating Nuclear Power

