

**Entry Type:** Interactive Tour

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**Duration:** 120 minutes

**Key Stage:** Further / Higher Education

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### **Session Overview**

The use of the Aquarium and its exhibits as an inspirational teaching aid isn't limited to the key stages of the EYFS and National Curriculum. Every year we provide tailored educational tours for hundreds of students studying courses at further and higher education levels. Within the building we have professionals working across a huge range of different industries who are keen to inspire young people to follow in their footsteps.

As with all of our Interactive Tours, you will receive a Session Content Tick List (see example below) as part of the booking process, which will allow you to communicate your learning objectives to our Discovery & Learning Team ahead of your arrival in order to ensure we deliver the most engaging and useful material for your particular syllabus. If it is helpful, we are more than happy to receive copies of the curriculum you are working towards ahead of your arrival to further support this.

Our Business Focus Tour is a bespoke guided experience through the exhibits within the building, with a particular focus on how the Aquarium operates as a business with charity status. Your students will be met by a member of our Discovery & Learning Team and then taken to a private learning space, where they will have the opportunity to store bags & coats whilst our staff confirm the agreed learning outcomes and objectives for the trip with your group leaders.

The tour itself lasts for two hours, and includes all of the front of house areas unless you have specified otherwise through the booking process. The time spent in each area can be flexible depending on your particular programme and needs of the group on the day.

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### **Topics that can be covered within your Interactive Tour**

Listed below are some of our most frequently requested topics for students on Further and Higher Education Courses with a business focus. This is not an exclusive list:

- Advertising
- Aquarium as a charitable business
- Branding strategy
- Departments and job roles
- Exhibit & interpretation design
- Finances and running costs – turnover
- Front of house areas
- Functions & special events
- History & development of the NMA
- NMA Mission
- Partnerships
- Sleepovers
- Target audience
- Use of interpretation
- Visitor numbers
- Marketing strategies

## Example Session Content Tick List

School Name:	
Date of Visit:	Lead Teacher:

Listed below are some of our most frequently requested topics for those studying business, leisure and tourism, or marketing. In order to help us deliver the best possible Business Tour for your group, please tick any topics of particular interest or relevance. Your Tour will last up to two hours and include time in each of the exhibit areas unless otherwise agreed.

Advertising	History & development of the NMA
Aquarium as a charitable business	NMA Mission
Branding strategy	Partnerships
Departments and job roles	Sleepovers
Exhibit & interpretation design	Target audience
Finances and running costs – turnover	Use of interpretation
Front of house areas	Visitor numbers
Functions & special events	Marketing strategies

If you have a particular topic (or any specific learning outcomes) that you would like us to incorporate into your session which are not currently listed, please feel free to note the subject areas in the box provided.

Alternatively, we are more than happy for you to send a copy of the curriculum with the areas you would like covered clearly marked.

Additional topics you would like covered: