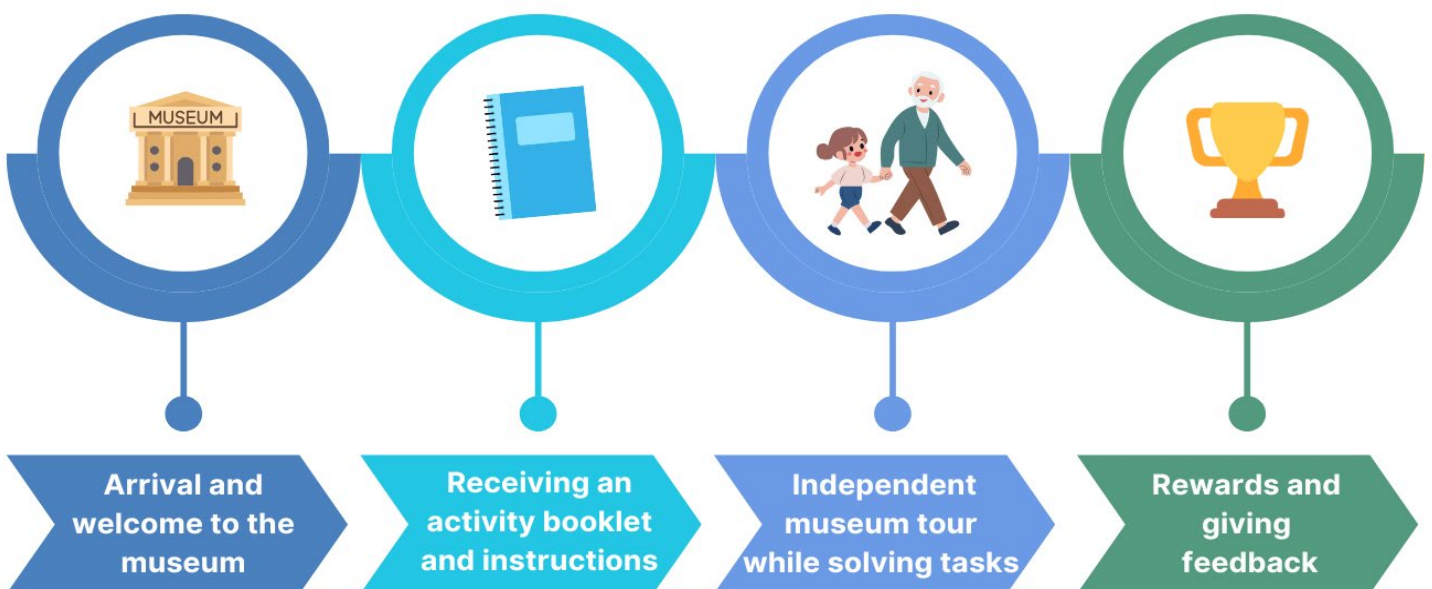


# To the Museum with Grandpa – event

**Objectives:** To bring different generations together through museum services; create shared experiences for grandparents and children; learning new things and sharing experiences; activate and make museum visits more engaging and lively through tasks

**Target group:** Grandparents and children together, other adults and children are also welcome.

## Service flow step-by-step



### Materials and equipment:

- Activity booklet "Museum adventure with grandpa"
- Letters to be hidden in exhibition spaces
- Pens and writing pads
- Prizes for participants
- Feedback surveys



## Activity booklet "Museum adventure with grandpa"

### Main task types:

- Searching for letters in the exhibition spaces ("Secret word hunt")
- Find and identify objects
- Quizzes
- Discussion activities that encourage grandpa and child to share thoughts and memories
- Other activities (e.g. puzzles, coloring pages, other tasks already in the exhibition)



### Creating the activity booklet:

- If possible, **involve elderly men** in brainstorming and designing the tasks. Tell them that the goal is to increase shared activities and discussion.
- Decide **what age group the booklet is aimed at**, or whether the age range will be broad: for younger children, include more pictures and simple search and recognition tasks; for older children, include more tasks that spark discussion.
- Include **a map in the booklet that covers all the spaces** where activities will take place. Mark the spaces and the route clearly, for example with names or numbers.
- Design **a small set of tasks for each space**, related to the objects and information provided there, so that answers or prompts for activities can be found in the space itself.
- Keep **instructions concise and use large fonts** to make the booklet easy to read. Pictures and colors make it more engaging.
- "Secret word hunt" is a fun activity for children of various ages: **individual letters are hidden in the exhibition spaces**, and together they form a word in the booklet. Remember to place the letters in the exhibition spaces before the event!
- The secret word can also be used for **rewards**: participants receive a prize in exchange for the secret word (even if the word is not completely correct—the main goal is effort and fun!).

## Resources

Personnel	3 staff member during the event: reception and guidance; assistance during the tour; rewarding participants and collecting feedback + A “back-up grandpa” (a volunteer extra-grandpa e.g. through associations) Content designer(s) and layout specialist for creating the activity booklet (Support)personnel for planning, marketing and implementation
Time*	Event duration 4 h Planning and preparation (incl. creating the activity booklet) ~14–17 h Marketing and reaching participants ~5–10 h Implementation (incl. preparing and clearing the space) ~5–6 h Feedback and documentation ~1–2 h
Space and equipment	For the event, it is recommended to add seating and tables/other writing surfaces to the exhibition spaces to enable completing tasks and having conversations.
Budget*	Prizes and printing the activity booklet. Rough estimate for personnel costs 500–700 €.

\* The workload and budget for the event depend largely on the choices made: how extensive the booklet is, what kind of prizes are offered, whether the booklets are printed or self-printed, whether paid advertising is used, how much effort is put into networking, etc. Creating the activity booklet is the most time-consuming task, so once it is completed, the next events will require significantly less work

## Highlights from the feedback

**Works well** With children, you feel important

Prizes cheered everyone up **VERY GOOD IDEA**

When there's an event, it motivates you to get out of the house

Fun and entertaining **NICE EVENT!** Necessary and great event

Important that events are organized specifically for grandfathers and children

**WITHOUT THE ACTIVITY BOOKLET, WE WOULDN'T HAVE GOTTEN SO MUCH OUT OF THE TOUR**

4-year-old was a bit too young to stay focused and do the tasks

The best part was being together, learning history and finding objects and letters

**GRANDPA'S KNOWLEDGE WAS HELPFUL IN THE TASKS**

It was difficult to handle a booklet that was printed and stapled from the top corner

There were challenges for both in the activity booklet, but we did them together!

**GOOD TO BE TOGETHER AND LEARN**

## Recommendations and tips:

- Start planning and marketing the event well in advance: both grandpa's and the child's schedules need to align, so the earlier the event is announced, the better.
- Arrange table groups and chairs in the exhibition spaces so that grandpas and children can stop to rest, talk and do tasks.
- Game-like elements (e.g. collecting letters and prizes) motivate children.
- Use local networks for marketing: collaborate with schools, day care centers and pensioners' associations and make use of local Facebook groups and bulletin boards – "word of mouth" is an effective way to spread the message.
- If you take pictures at the event for communication purposes, remember to inform the participants about photography and give them the option to decline being photographed (especially important when children are involved)
- Use the activity booklet between event to inspire and encourage museum visits as well.

## Partners and reaching the target group:

- Pensioners' associations
- Schools and daycare centers
- Hobby groups and organizations
- Men's groups
- Local Facebook groups

## Appendices and materials:

- [Example of work phases and time spent](#)
- [Event instructions for visitors](#)
- [Event advertisement \(in Finnish\)](#)
- [Feedback forms \(in Finnish\)](#)
- [Business Model Canvas](#)
- [Activity booklet of Mynämäki Museum: Museum adventure with Grandpa \(in Finnish, opens in browser\)](#)
- [Photos and experiences on the project's website](#)

## Appendix 1

# Example of work phases and time spent

**Estimated working hours for the event (total approximately 25–35 hours)**

### **Planning and preparation (~14–17 h):**

- Designing the tour and seating arrangements
- Brainstorming and planning the content of the activity booklet
- Layout and printing/production of the booklet
- Preparing other materials (e.g. feedback forms, instructions, prizes)

### **Marketing and reaching participants (5–10 h):**

- Designing and producing marketing materials (e.g. print ads, social media posts) ~3–5 h
- Distribution: cooperation with daycare centers and schools, other local networks, bulletin boards, Facebook, etc. ~2–5 h

### **Implementation (5–6 h):**

- Preparing and clearing the spaces ~1–2 h
- Event duration 4 h
- Collecting feedback and documenting during the event

### **Processing feedback (1–2 h):**

- Reviewing and summarizing the feedback
- Recording possible development notes

## Appendix 2

# Event instructions (updated based on feedback)

### Welcome to the Museum with Grandpa event!

The museum visit is designed to be a shared adventure for you both. The activity booklet will help you explore the exhibitions and enjoy fun moments together.

#### 1. Explore together

The museum has several exhibition rooms. You'll find the map and room order at the end of the booklet. Go through the rooms and solve tasks together. You can choose the tasks that feel fun – the most important thing is doing them together.

#### 2. Adventure and search

The museum is full of objects. Use the activity booklet to help you find them. You can even compete to see who finds the object first! Remember that objects must not be touch.

#### 3. Discuss and share experiences

The booklet includes questions that spark discussion. Read them together and discuss. You can compare grandpa's childhood and the present – what has changed?

#### 4. Encourage and adapt

Every child is different. If a task feels difficult, grandpa can help. Some tasks may be challenging for children under school age, so feel free to adapt. If the child loses focus, move on to the next task. The most important thing is joy and togetherness, not perfection.

#### 5. Solve the secret word

Look for letters hidden in the exhibition rooms while completing tasks. Write them down in the booklet and form the secret word! At the end of the tour, you will receive a small prize from the staff in exchange for the word.

#### 6. Give feedback

Leave feedback at the end of the tour. You will get the feedback forms from the staff. Your feedback helps us make the event even better.

Remember that you can complete the tasks at your own pace and in your own way. The most important thing is to have fun together and enjoy the museum!

**Have a great museum adventure!**

TAPAHTUMA ON  
MAKSUTON!

KESKUSKATU 19,  
23100 MYNÄMÄKI

17.5.2025

# VAARIN KANSSA MUSEOON

KLO 10-14

VAARIT JA LAPSET: TERVETULOA YHTEISELLE  
MUSEOSEIKKAILULLE MYNÄMÄEN MUSEOON!

RATKOKAA TEHTÄVIÄ, KURKKIKAA VITRIINEIHIN JA  
LÖYTÄKÄÄ MUSEON AARTEET! LÖYTYKÖ  
VAARILLE TUTTUJA JUTTUJA? MITÄ TARINOITA  
VAARILLA ON KERROTTAVANA? MITÄ SINÄ VOIT  
OPETTAA VAARILLE?

TUTKIKAA, OIVALTAKAA  
JA KERÄILKÄÄ KIRJAIMIA  
- PALKINTO ODOTTAA  
AHKERIA SEIKKAILIJOITA!



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kulttuurin  
juhlavuikko  
2025

## Appendix 4

### Vaarien palautelomake

Minkä kouluarvosanan antaisit  
tapahtumalle (asteikolla 4-10)?

Mitä pidit seuraavan tyyppisistä tehtävistä:

Esineiden etsiminen



Tietovisat



Kirjainten etsiminen huoneista



Jutellaan vaarin kanssa -  
kysymykset



Oma tekeminen (esim.  
palapeli, värittäminen)



Mikä tapahtumassa oli hyvää?

Mitä parantaisit?

Minkä ikäisen lapsen kanssa tulit museoon?

Mistä sait tiedon tapahtumasta?

Jätä lomake työntekijöille. Kiitos palauteesta!

## Appendix 5

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Mitä tykkäsit museokäynnistä vaarin kanssa?



Mikä oli museokäynnissä parasta?

Kuinka vanha olet?

Jätä lomake työntekijöille. Kiitos palauteesta!



## Appendix 6

# Business Model Canvas

