Creating Memorable Experiences

Vince Magnini, Ph.D.
Information Overload, Why it Matters and How to Combat It
SCRIPT THEORY
Explains how we “combat it”

Satisficing and mental scripts

Above: We know human attention is dwindling.
Image Credit: Microsoft

The Hotel Blog Study

Source: Magnini, Crotts, & Zehrer, 2011
Source: Berns et al., 2001

Satisfaction with life???
Applied to Agritourism
What we have learned about *storytelling* in agritourism
What we know from childhood memory elicitation research
Why do fish live in saltwater?
25 Christmas Jokes for Kids {PRINTABLE} - A Mom with a Lesson Plan
amomwithalessonplan.com/christmas-jokes-for-kids/
These 25 PRINTABLE Christmas jokes for kids will have all of you laughing and having fun together. ... What did the Christmas tree say to the ornament?

25 Very Funny Christmas Jokes and Comics – Boys' Life magazine
boyslife.org Features
Count down the days until Christmas with 25 funny jokes and comics sent in by Boys' Life ... Zoey: What do you get if you cross an iPad with a Christmas tree?

Christmas Jokes for Kids - Activity Village
https://www.activityvillage.co.uk/christmas-jokes
How many ways can you enjoy a good Christmas joke with the kids? ... Print, cut out and enjoy these Christmas tree joke bookmarks - perfect for handing out in ...

Christmas Jokes for Kids, Christmas Riddles - All Things Christmas
www.allthingschristmas.com/christmas-jokes.../christmas-jokes-and-riddles-for-kids/ Jul 10, 2017 - Here are some of the best Christmas Jokes for Kids. ... What do you when if you cross an apple with a Christmas tree? A pineapple. Download ...

Christmas Jokes | Fun Kids Jokes
The *other* moral of the Hotel Blog Study

Source of photo: [www.amusingplanet.com](http://www.amusingplanet.com)
Except for...
Prompt positive script deviations
The famous professor
The Recovery Paradox: 

1. Failure 
2. Excellent Recovery 
3. Post-failure satisfaction exceeds pre-failure satisfaction
A *recovery paradox* is most likely to occur in situations in which ____________________________.
The Recovery Paradox:

Failure is out of your control

Excellent Recovery

Post-failure satisfaction exceeds pre-failure satisfaction
For example:

Traffic jam

Thunderstorm
Summary Slide:

- Prompt positive script deviations
- Capitalize on negative script deviations
“You are in the _____ business.”
Judo francês leva ouro nos jogos Rio 2016
 commons.wikimedia.org/wiki/File:Judoca_francês_leva_ouro_nos_jogos_Rio_2016_(28322657124).jpg
SO WHAT?
Emotional contagion is powerful!
Prompt positive script deviations

Capitalize on negative script deviations

Know that emotional contagion is powerful
Source: http://minimaxir.com/2014/09/one-star-five-stars/
Managing **Perceived** Waiting Times

Source of image: www.asiagrace.com
Managing Perceived Waiting Times
Managing **Perceived** Waiting Times
Managing **Perceived** Waiting Times

Source of images: [www.asiagrace.com](http://www.asiagrace.com)  
www.themirrorlady.com  
www.abovetopsecret.com  
www.bigjoeonthego.com  
www.ifixit.com
Prompt positive script deviations

Know that emotional contagion is powerful

Capitalize on negative script deviations

Manage perceived waiting times

Summary Slide:
Seasonal Worker X

Creating Memorable Experiences

You
Create the Culture

**Prompt positive script deviations**

**Capitalize on negative script deviations**

**Know that emotional contagion is powerful**

**Manage perceived waiting times**

Example 1: “Hoops in hiring”

Example 2: Sticky notes

Example 3: Photo elicitation
Surprise Tactic Generation

Photo Elicitation

Source of image:
https://www.google.com/search?q=christmas+tree+farm&rlz=1C1GGRV_enUS751US751&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi898Dj8VAhVC_rMKHTwiDrQ_AUICygC&biw=1366&bih=589#imgrc=pjboh06Edv8kE_M
Create the Culture

- Prompt positive script deviations
- Capitilize on negative script deviations
- Know that emotional contagion is powerful
- Manage perceived waiting times

Example 1: “Hoops in hiring”
Example 2: Sticky notes
Example 3: Photo elicitation
Example 4: Death, taxes, and _____.
There is so much more...
but I tried my best.
References


Thank you!

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