



**Unlocking The Nature of Visitor
Relationships Through Innovative
Technology**

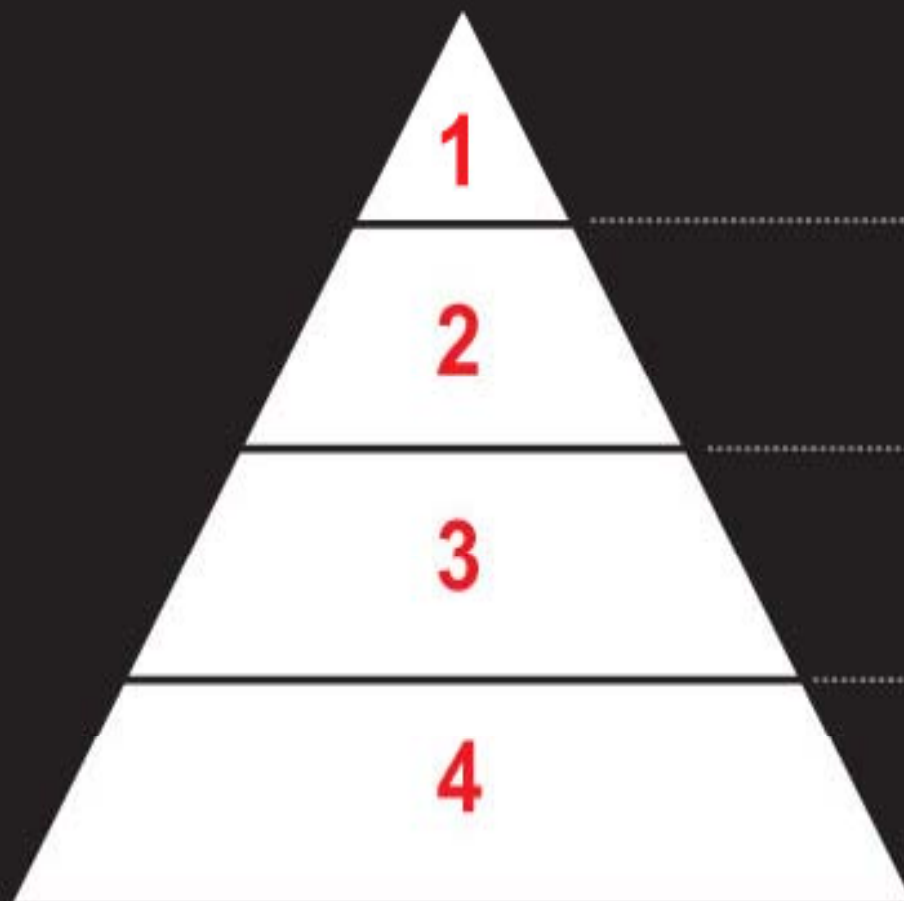
***By Martin Smith
Firefish Ltd***



“Tell me, and I will forget.

**Show me and I may
remember.**

**Involve me, and I will
understand.”**



Professional

Transaction based agenda - Impersonal & emotion free
Competence and qualification are important. People hide messy feelings or reactions – and suppress them in others. 'Let's keep this professional.'

Public

Popularity & Belonging agenda - the social face
A winning formula for the social arena within desired circle.
Tends to be about fun, informality, attraction, light relationship.
'Nothing heavy.'

Personal

Human Agenda -anything deemed important
Common human experience, shared emotions, likes and dislikes, matters for concern or enthusiasm are exchanged. Dialogue can switch quickly from Public to Personal, if safe.

Private

Secrets, thoughts, feelings - attached to bigger emotions
Anger, joy, fear, envy, sadness - when they are suitable for public display. These are usually hidden in Professional or Semi-Professional exchanges.







Remembrance of Things Past





BRITAIN

TATE

