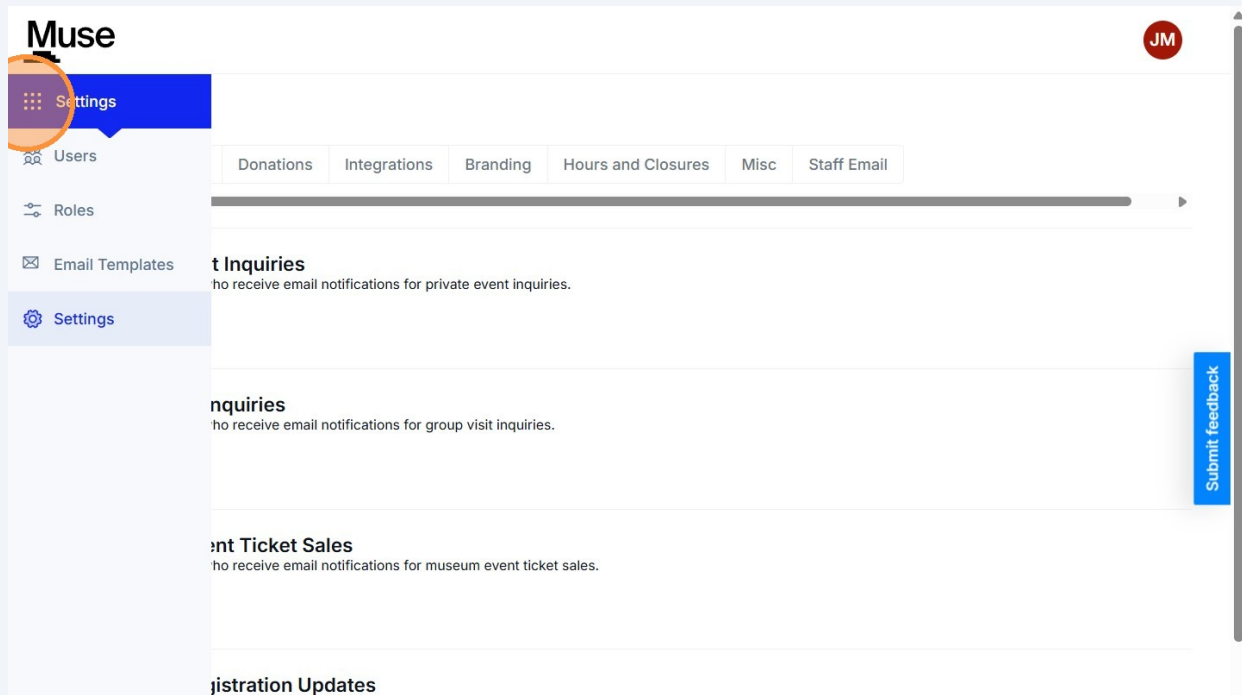


How To Create And Manage Experiences

Learn how to set up, configure, and manage new experiences within the Muse Software portal. This guide walks you through the necessary steps for adding details, scheduling, and filtering your museum's experiences.

1 Click the blue North Star icon.



2 Click "Ticketing."

The screenshot shows the Muse dashboard interface. On the left, a sidebar menu is open, displaying various settings categories: Settings, Users, Roles, Email Templates, and Settings (highlighted). A sub-menu is visible, listing options such as Fundraising, Ticketing (highlighted with an orange circle), Operations, Reports, Accounting, and Settings. The main content area shows tabs for Integrations, Branding, Hours and Closures, Misc, and Staff Email. Below the tabs, there are sections for 'Inquiries' and 'Event Ticket Sales', each with a description and a 'Submit feedback' button on the right.

3 Click "Events."

The screenshot shows the Muse dashboard interface. On the left, a sidebar menu is open, displaying various settings categories: Ticketing, Dashboard, Ticket Types, Memberships, Events (highlighted with an orange circle), Reports, and Settings. The main content area shows a 'Dashboard' section with buttons for 'Create a ticket type' and 'Create a membership benefit'. Below the buttons, there are three cards displaying statistics: 'Revenue' (showing \$50), 'Tickets sold' (showing 2), and 'Events reached capacity' (showing 0). A 'Submit feedback' button is located on the right side of the dashboard.

4 Click "Experiences."

Experiences are capacity-limited, timed-ticketing activities that can be scheduled on a recurring basis and added into Packages.

Examples include Guided Tours, Movies, or special attractions.

The screenshot shows the Muse Events management interface. At the top, the 'Muse' logo is on the left and a user profile 'JM' is on the right. Below the logo is a sidebar with various icons. The main area is titled 'Events' and contains a tabbed interface with 'Events', 'Exhibitions', 'Packages', 'Experiences' (highlighted with an orange circle), and 'Programs'. To the right of the tabs are 'Filters (1)' and an 'Add' button. Below the tabs is a table of events:

Name	Description	Category	Date and Time	Tickets Sold	Status	
Truck or Treat	Come join us as a sponsor for our 5th annual Truck or Treat!	Annual Gala	Oct 20, 2026 10:30am - 10:30am (+1)	1/50	Draft	⋮

On the right side of the interface, there is a vertical blue button labeled 'Submit feedback'.

Search and Filtering

5

From within your list of created Experiences, you can apply a filter to 'Search by keyword' or 'Program Status' to simplify list navigation.

Muse

JM

Experiences

Events	Exhibitions	Packages	Experiences	Programs
Name	Enrollment Type	Start Date	End Date	# of
Story Hour: Cloudy with a Chance of Meatballs	Single Session	Jun 5, 2026	Jun 5, 2026	
Parker Millsap Band	Single Session	Jun 14, 2026	Jun 14, 2026	
Rob Ickes & Trey Hensley	Single Session	Jun 7, 2026	Jun 7, 2026	
Story Hour: Frog and Toad All Year	Single Session	Jun 5, 2026	Jun 19, 2026	
Tower Tour	Single Session	Apr 16, 2026	Apr 16, 2026	
Sea Turtles Experience	Single Session	Mar 16, 2026	Ongoing	
Zoo Tour	Single Session	Mar 2, 2026	Aug 3, 2026	
Penguin Encounter	Single Session	Mar 12, 2026	Dec 31, 2026	1
Motion Simulator	Single Session	Mar 2, 2026	Jul 31, 2026	1
IMAX	Single Session	Mar 2, 2026	Dec 31, 2026	1

Filter

Add

Search by keyword

Program Status

- ☐ Draft
☐ Upcoming
☐ Ongoing
☐ Completed
☐ Archived
☐ Canceled

Clear

Update

Submit feedback

6

Click the blue "Update" button to apply filters.

Muse

JM

Experiences

Events	Exhibitions	Packages	Experiences	Programs
Name	Enrollment Type	Start Date	End Date	# of
Story Hour: Cloudy with a Chance of Meatballs	Single Session	Jun 5, 2026	Jun 5, 2026	
Parker Millsap Band	Single Session	Jun 14, 2026	Jun 14, 2026	
Rob Ickes & Trey Hensley	Single Session	Jun 7, 2026	Jun 7, 2026	
Story Hour: Frog and Toad All Year	Single Session	Jun 5, 2026	Jun 19, 2026	
Tower Tour	Single Session	Apr 16, 2026	Apr 16, 2026	
Sea Turtles Experience	Single Session	Mar 16, 2026	Ongoing	
Zoo Tour	Single Session	Mar 2, 2026	Aug 3, 2026	
Penguin Encounter	Single Session	Mar 12, 2026	Dec 31, 2026	1
Motion Simulator	Single Session	Mar 2, 2026	Jul 31, 2026	1
IMAX	Single Session	Mar 2, 2026	Dec 31, 2026	1

Filter

Add

Search by keyword

Program Status

- ☐ Draft
☐ Upcoming
☐ Ongoing
☐ Completed
☐ Archived
☐ Canceled

Clear

Update

Submit feedback

Experience Setup

7 To add a new Experience, click the blue "Add" button.

Muse JM

Experiences

Events Exhibitions Packages **Experiences** Programs

Filter Add

Name	Enrollment Type	Start Date	End Date	# of Published Variants	Status	
Story Hour: Cloudy with a Chance of Meatballs	Single Session	Jun 5, 2026	Jun 5, 2026	1	Completed	⋮
Parker Millsap Band	Single Session	Jun 14, 2026	Jun 14, 2026	1	Completed	⋮
Rob Ickes & Trey Hensley	Single Session	Jun 7, 2026	Jun 7, 2026	1	Completed	⋮
Story Hour: Frog and Toad All Year	Single Session	Jun 5, 2026	Jun 19, 2026	1	Completed	⋮
Tower Tour	Single Session	Apr 16, 2026	Apr 16, 2026	1	Completed	⋮
Sea Turtles Experience	Single Session	Mar 16, 2026	Ongoing	1	Ongoing	⋮
Zoo Tour	Single Session	Mar 2, 2026	Aug 3, 2026	1	Ongoing	⋮
Penguin Encounter	Single Session	Mar 12, 2026	Dec 31, 2026	1	Ongoing	⋮
Motion Simulator	Single Session	Mar 2, 2026	Jul 31, 2026	1	Canceled	⋮
IMAX	Single Session	Mar 2, 2026	Dec 31, 2026	1	Ongoing	⋮

Submit feedback

8 From the "Create Experience" pop-up window, enter the Experience name. This will display on your e-commerce page.

Muse JM

Experiences

Events Exhibitions Packages **Experiences** Programs

Filter Add

Name	Enrollment Type	Start Date	End Date	# of Published Variants	Status	
Story Hour: Cloudy with a Chance of Meatballs	Single Session	Jun 5, 2026	Jun 5, 2026	1	Completed	⋮
Parker Millsap Band	Single Session	Jun 14, 2026	Jun 14, 2026	1	Completed	⋮
Rob Ickes & Trey Hensley	Single Session	Jun 7, 2026	Jun 7, 2026	1	Completed	⋮
Story Hour: Frog and Toad All Year	Single Session	Jun 5, 2026	Jun 19, 2026	1	Completed	⋮
Tower Tour	Single Session	Apr 16, 2026	Apr 16, 2026	1	Completed	⋮
Sea Turtles Experience	Single Session	Mar 16, 2026	Ongoing	1	Ongoing	⋮
Zoo Tour	Single Session	Mar 2, 2026	Aug 3, 2026	1	Ongoing	⋮
Penguin Encounter	Single Session	Mar 12, 2026	Dec 31, 2026	1	Ongoing	⋮
Motion Simulator	Single Session	Mar 2, 2026	Jul 31, 2026	1	Canceled	⋮
IMAX	Single Session	Mar 2, 2026	Dec 31, 2026	1	Ongoing	⋮

Submit feedback

Create Experience

Name

Main image

Click to upload an image

Description (visible to website visitors)

B I **H1 H2**

9

Upload a main image that will appear on your e-commerce site when selling these tickets.

Muse

Experiences

Events

Name

Story Hour: Cloudy with a Chance of Meatballs

Parker Millsap Band

Rob Ickes & Trey Hensley

Story Hour: Frog and Toad

Tower Tour

Sea Turtles Experience

Zoo Tour

Penguin Encounter

Motion Simulator

IMAX

Create Experience

Name*

Main Image ⓘ

Click to upload an image

Description (visible to website visitors)

B I H₁ H₂

Filter Add

Submit feedback

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing

10

Add a description for your Experience. This is external-facing and will appear on the e-commerce site.

Muse

Experiences

Events

Name

Story Hour: Cloudy with a Chance of Meatballs

Parker Millsap Band

Rob Ickes & Trey Hensley

Story Hour: Frog and Toad

Tower Tour

Sea Turtles Experience

Zoo Tour

Penguin Encounter

Motion Simulator

IMAX

History of The Muse C

Guided Tours

Create Experience

Name*

Main Image ⓘ

Click to upload an image

Description (visible to website visitors)

B I H₁ H₂

Internal Notes

Filter Add

Submit feedback

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing
	Ongoing
	Ongoing

11

If you have any additional context about this Experience for your staff, include it in the 'Internal Notes' field.

The screenshot shows the 'Experiences' form in the Muse interface. The 'Internal Notes' field is highlighted with an orange circle. The form includes fields for Name, Description (visible to website visitors), Internal Notes, Members Only?, Location, Venue, and Number of Spots. A table on the right shows the status of various experiences, with a 'Submit feedback' button at the bottom.

Experiences	Filter	Add
Name		
Story Hour: Cloudy with a Chance of Meatballs		
Parker Millsap Band		
Rob Ickes & Trey Hensley		
Story Hour: Frog and Toad		
Tower Tour		
Sea Turtles Experience		
Zoo Tour		
Penguin Encounter		
Motion Simulator		
IMAX		
History of The Muse Center		
Guided Tours		

12

If you wish to make the Experience visible to only members who are logged into your e-commerce site, specify that using the 'Members Only?' dropdown.

The screenshot shows the 'Experiences' form in the Muse interface. The 'Members Only?' dropdown menu is open, showing 'Yes' as the selected option. The form includes fields for Name, Description (visible to website visitors), Internal Notes, Members Only?, Location, Venue, and Number of Spots. A table on the right shows the status of various experiences, with a 'Submit feedback' button at the bottom.

Experiences	Filter	Add
Name		
Story Hour: Cloudy with a Chance of Meatballs		
Parker Millsap Band		
Rob Ickes & Trey Hensley		
Story Hour: Frog and Toad		
Tower Tour		
Sea Turtles Experience		
Zoo Tour		
Penguin Encounter		
Motion Simulator		
IMAX		

- 13 Enter the physical address as it would appear on Google Maps into the 'Location' field.

The screenshot shows the 'Muse' interface with a sidebar on the left containing icons for various experience types. The main area is titled 'Experiences' and contains a form. The 'Location' field is highlighted with an orange circle and contains the text '123 Encinitas Blvd, Encinitas, CA 92024, USA'. Other fields include 'Internal Notes', 'Members Only?' (set to 'Yes'), 'Venue', 'Number of Spots', 'Minimum Age', 'Maximum Age', and 'Schedule Type*'. On the right, there is a table with columns 'Variants' and 'Status', and a 'Submit feedback' button.

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing

- 14 Next, select the space within the museum property from the "Venue" dropdown.

The screenshot shows the same 'Muse' interface as before, but the 'Venue' dropdown menu is now open, showing 'The Museum Floor' as the selected option. The 'Location' field still contains '123 Encinitas Blvd, Encinitas, CA 92024, USA'. The 'Submit feedback' button is visible on the right.

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing
	Ongoing



Venue options must first be configured under **Operations > Settings > Events**.

View our [Venue article](#) for more information.

15

Update the total number of tickets available for sale in the 'Number of Spots' field.

123 Encinitas Blvd, Encinitas, CA 92024, USA

Name

Story Hour: Cloudy with a Chance of Meatballs

Parker Millsap Band

Rob Ickes & Trey Hensley

Story Hour: Frog and Toad

Tower Tour

Sea Turtles Experience

Zoo Tour

Penguin Encounter

Motion Simulator

IMAX

History of The Muse C

Guided Tours

Venue

The Museum Floor

Number of Spots

Minimum Age

Maximum Age

Schedule Type*

Recurring

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing
	Ongoing
	Ongoing

Submit feedback

16 Indicate the minimum and maximum age in the corresponding fields.

The screenshot shows a form with the following fields: Address (123 Encinitas Blvd, Encinitas, CA 92024, USA), Venue (The Museum Floor), Number of Spots, Minimum Age, Maximum Age, and Schedule Type* (Recurring). The 'Minimum Age' and 'Maximum Age' fields are highlighted with orange circles. To the right is a table with 'Variants' and 'Status' columns, and a 'Submit feedback' button.

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing
	Ongoing
	Ongoing

17 From the "Schedule Type" dropdown, select 'Recurring' or 'Custom,'

The screenshot shows the same form as in step 16, but with the 'Schedule Type*' dropdown highlighted by an orange circle. The dropdown menu is open, showing 'Recurring' as the selected option. The 'Maximum Age' field is now empty. The table and 'Submit feedback' button remain the same.

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing
	Ongoing
	Ongoing

18

And begin to build out your Date, Start Time and End Time. If the Experience is recurring, you'll also select the timeframe from the 'Start Date' and 'End Date' fields.

The screenshot shows a form for creating a program. On the left is a sidebar with a list of experiences: Name, Story Hour: Cloudy with a Yellow Moon, Parker Millsap Band, Rob Ickes & Trey Hensley, Story Hour: Frog and Toad, Tower Tour, Sea Turtles Experience, Zoo Tour, Penguin Encounter, Motion Simulator, IMAX, History of The Museum, and Guided Tours. The main form has the following fields: Name (empty), Minimum Age (empty), Maximum Age (empty), Schedule Type* (Recurring), Start Date* (6/29/2026, highlighted with an orange circle), End Date (6/29/2026), Day (empty), Start Time (empty), End Time (empty), and Program Status (Draft). At the bottom are Cancel and Create buttons. On the right is a table with columns Variants and Status, showing a list of programs with statuses like Completed, Ongoing, and Canceled. A blue Submit feedback button is on the far right.

19

Select your Program Status as 'Draft' or 'Active'. Once Active it will be available on the e-commerce page for sale.

This screenshot is identical to the one above, but with the 'Program Status' dropdown menu highlighted by an orange circle. The dropdown shows 'Draft' as the selected option. All other fields and the overall layout remain the same.

20 Click "Create" when finished.

The screenshot shows a web application interface for creating a program. On the left is a sidebar with a list of program names: Name, Story Hour: Cloudy with a Yellow Moon, Parker Millsap Band, Rob Ickes & Trey Hensley, Story Hour: Frog and Toad, Tower Tour, Sea Turtles Experience, Zoo Tour, Penguin Encounter, Motion Simulator, IMAX, History of The Museum, and Guided Tours. The main area contains a form with the following fields: a text input for 'Name', a text input for 'Minimum Age', a text input for 'Maximum Age', a dropdown menu for 'Schedule Type*' with 'Recurring' selected, a date input for 'Start Date*' with '6/29/2026', a date input for 'End Date' with '6/29/2026', a dropdown for 'Day', and inputs for 'Start Time' and 'End Time'. Below these is a 'Program Status' dropdown with 'Draft' selected. At the bottom right of the form are 'Cancel' and 'Create' buttons. The 'Create' button is highlighted with an orange circle. To the right of the form is a table with columns 'Variants' and 'Status'. The table contains several rows with status labels like 'Completed', 'Ongoing', and 'Canceled'. A blue button labeled 'Submit feedback' is positioned vertically on the right side of the table.

Variants	Status
	Completed
	Completed
	Completed
	Completed
	Completed
	Ongoing
	Ongoing
	Ongoing
	Ongoing
	Canceled
	Ongoing
	Ongoing
	Ongoing
	Ongoing



After these steps are completed, view our [Ticket Types article](#) to learn how to create the registration options and prices for this experience.