

Final Program Addendum



POWER LUNCH PICK UP

- Thursday, May, 19: Go to Imperial Ballroom Foyer to pick up your pre-paid lunch before attending a power lunch session.

NEW SESSIONS

Thursday, May 19: 3:00 p.m.-4:15 p.m.

Getting the Message • Marketing/PR • Arboretum I & II

- Speakers:*
- Megan Fischer, Providence Children's Museum
 - Nancy Plaskett, Chicago Children's Museum
 - John Robinson, Madison Children's Museum

Learn how three children's museums have identified and conveyed key messages about the importance of play that get to the core of their institutions' mission, identity and culture. Panelists discuss ideas about messaging, branding and communication — both internally and externally — and their innovative practices for encouraging staff, volunteers and the audience to mutually embrace and share the message. Participants will be encouraged to share their own ideas, strategies and messaging innovations. *This session replaces Effective Branding, Communication & Engagement.*

Friday, May 20: 10:45 a.m.-12:00 p.m.

Playing with Your Marketing Materials • Marketing/PR • Arboretum III & IV

- Speakers:*
- Amy Bass-Wilson, Long Island Children's Museum
 - Jeff Cox, Rice University Public Affairs

Consumers are bombarded with ads, brochures and signs on a daily basis — how can you make your marketing materials stand out? Beginning with several recent pieces from Long Island Children's Museum and Rice University, panelists discuss how to have fun with a typical marketing piece. Then, using audience awareness of current campaigns, discuss how innovating design with humor and playfulness might enhance and support a museum's mission. Attendees are invited to bring their marketing pieces for review by the panelists, who will discuss what works and what could be better. *This session replaces Graphic Content Suitable for All Audiences.*

SESSION DESCRIPTION UPDATE

Saturday, May 21: 10:45 a.m.-12:00 p.m.

Mission Mobile • Arboretum • III & IV

Mobile site or mobile app? As museums weigh where to allocate resources, this session gives you valuable insights to streamline your decision making. Learn the "why and how" considerations for your mobile site. Already there? Find out how to take it to the next level! Hear how one museum has packaged its existing Intellectual Property into a mobile app that not only drives revenue to its bottom line, but creates financial support for the interactive museum community. Participants will be taken through all aspects of app development and will be challenged to think beyond the traditional podcast and museum tour approaches to mobile applications.

SPEAKER ADDITIONS

Thursday, May 19: 10:45 a.m.-12:00 p.m.

- The Changing Exhibits Dilemma: Irina Zadov, Zeum: San Francisco's Children's Museum; Penny Lodge, Children's Museum of Pittsburgh; Justine Roberts, Children's Museum of New Hampshire
- Launching a Corporate Partners Program: Edwin Graves, AT&T Advertising Solutions
- Flexible Ticketing and Admission Systems: Steve Bell, Gateway Ticketing Systems, Inc.
- Technology in Children's Museums: Brad Larson, Brad Larson Media
- Customer Service from the Business World: Gretchen Kerr, The Children's Museum of Denver
- Professional Perspectives: Sean Ramsey, Roto Studio

SPEAKER ADDITIONS

Thursday, May 19: 12:15 p.m.-1:15 p.m.

- Federal Funding: Meg Brennan, National Endowment for the Arts; Reagan Moore, Institute of Museum and Library Services

Thursday, May 19: 3:00 p.m.-4:15 p.m.

- Navigating the Federal Grant Process: Meg Brennan, National Endowment for the Arts; Reagan Moore, Institute of Museum and Library Services
- Advocacy Agendas: Lisa Barsumian, Community College Association of Texas Trustees
- Wellness Programs Seasoned to Taste: Jennifer Neal, Discovery Center at Murfree Spring; Jayne Griffin, Creative Discovery Museum (Chattanooga, TN); Tonian Irving, Liberty Science Center
- Loose Parts Play: New Speakers: Shannon Johnson, Creative Discovery Museum (Chattanooga, TN); Debbie Kray, Children's Museum of Tacoma

Thursday, May 19: 4:30 p.m.-5:45 p.m.

- CEO Survivor: Joe Hastings, Don Harrington Discovery Center
- Parent Perception of Play: Lauren Rose, Please Touch Museum®; Kimberley McKenney, Children's Museum of Tacoma
- Learning to Notice: Racquel Contreras, Museum of Science and Industry
- Courage in Design and Community Collaboration: Kevin Winters, Gaynmede Design Group

Friday, May 20: 10:45 p.m.-12:00 p.m.

- As Safe as Necessary but not as Safe as Possible: Carly Baumann, Providence Children's Museum
- Copyrighting in the Digital Age: Gretchen McCord, Attorney
- Pitch the Popsicle Sticks: Susan MacKay, Portland Children's Museum

Friday, May 20, 2:00 p.m.-3:30 p.m.

- Foundation Recovery and the Impact on Giving Trends Salon: David Ruiz, Senior Vice President, Bank of America (Houston, TX)

Friday, May 20: 4:30 p.m.-5:45 p.m.

- A Toolkit for Engaging Diverse Audiences, Kia Karlen, Madison Children's Museum
- Visitor Services Idea Swap: Gretchen Kerr, The Children's Museum of Denver
- Greening through Digital Exhibitions: Peter Kao, Bob Jones Nature Center

Saturday, May 21: 10:45 a.m.-12:00 p.m.

- Financing & Refinancing: Craig Love, JPMorgan Chase
- Family-Focused, Mission-Driven Fundraising Events: Adam Breininger, Minnesota Children's Museum; Farah Salim, Kidzeum of Health and Science
- New Resources in Staff Training: Cora Carey, Boston Children's Museum; Cheryl McCallum, Children's Museum of Houston

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ADDITIONAL EXHIBITORS IN ACM MARKETPLACE

Friday, May 20: 7:00 .m.-4:30 p.m.

Exhibitor	Location	Description
Numbers Alive Rebecca Klemm Charitable Foundation 975 F Street, NW Washington, DC 20004 www.NumbersAlive.org Rebecca Klemm TheNumberLady@NumbersAlive.org 202-471-0904	T15	NumbersAlive! encourages lifelong learning for infants and adults. Personified inquiring numbers — plush toys, puppets and animated characters allow children to explore the relevance of mathematical concepts via innovative multi-media content.
Explorer Systems, Inc 4820 Clark Drive Kelseyville, CA 95451 Chuck Theriault Chuck@expSoft.com 707-279-9499	T13	Explorer Systems, Inc., is the oldest continuously run software company in the United States that provides an integrated software package designed for and used exclusively by museums and not-for-profit organizations.
RMA Technologies Inc. 5-320 Pinebush Road Cambridge, Ontario N1T 1Z6 www.rmaTechnologies.com Randall MacDonald Randy@rmaTechnologies.com 519-622-7050 ext. 10	511	RMA Technologies work closely with your staff to produce unique and attention-getting displays using interactive elements and special mechanisms. <i>Put Our Technology Inside Your Exhibit™</i>
Triad Creative Group 3130 Intertech Drive Brookfield, WI 53045 www.TriadCreativeGroup.com Scott Siebenlist scott@triadcreativegroup.com 262-781-3100	513	Triad Creative Group has more than 40 years experience in the design and fabrication of museum exhibits and interactive displays, including static, manual, motion, electronic video and touch screen. Its creative staff also includes model makers, mural artists and animation graphic artists. Triad provides total turnkey services including installation.