

- 12:00 p.m. – 2:00 p.m. ACM MarketPlace Lunch, Liberty Ballroom**
- 2:15 p.m. – 3:30 p.m. Concurrent Salons**
 Salon: Measuring Economic Impact, *Freedom Ballroom*
 Salon: Impact of Play on Future Grownups, *Liberty Ballroom D*
- 4:00 p.m. – 5:15 p.m. Concurrent Salons**
 Salon: Young Minds and Media Technologies, *Freedom Ballroom*
 Salon: Management in a Challenging Economy, *Liberty Ballroom D*
- 6:00 p.m. – 7:00 p.m. Trustee's Reception***
 Buses will depart from the Sheraton's Phillips Entrance (lobby level) at 5:30 p.m.
- 6:30 p.m. – 9:30 p.m. Evening Event: Please Touch Museum***
 Bus departs from the Sheraton's Phillips Entrance (lobby level) at 6:00 p.m. and will loop between Please Touch Museum and the hotel.

Declare Your Impact!

★★★ InterActivity 2009

PHILADELPHIA, PA ★ ASSOCIATION OF CHILDREN'S MUSEUMS



Program at a Glance

Thursday, April 30

- 7:30 a.m. – 12:00 p.m. Registration Open, Liberty Ballroom Foyer**
- 7:30 a.m. – 12:00 p.m. ACM Learning Room Open, Franklin Room**
- 7:30 a.m. – 12:00 p.m. Diversity in Action Showcase Open, Franklin Room**
- 7:15 a.m. – 8:30 a.m. Breakfast Roundtables, Liberty Ballroom C & D**
- Finance/Development
 - Leadership
 - Marketing/Public Relations
 - Programs/Education
 - Visitor Services/Operations
 - Exhibits/Environments
- 8:30 a.m. – 8:45 a.m. Universal Design for Learning Award Presentation, Liberty Ballroom C & D**
- 9:00 a.m. – 10:15 a.m. Promising Practice Awards Plenary Session, Liberty Ballroom A & B**
- 10:30 a.m. – 12:15 p.m. Study Tour: Urban Revitalization through the Arts***
 Bus departs from the Sheraton's Phillips Entrance (lobby level) at 10:30 a.m. and return at 12:15 p.m.
- 10:45 a.m. – 12:00 p.m. Final Concurrent Sessions**
 Community Impact, *Freedom Ballroom G*
 Managing for Impact, *Freedom Ballroom H*
 Impact with Youth Volunteerism, *Liberty Ballroom D*
 Impact with Sponsored Events, *Freedom Ballroom I*
 Impact of Traveling Exhibits, *Freedom Ballroom J*
 Successful RFP, *Philadelphia Ballroom South*

* Ticket Required

Sheraton Philadelphia City Center

Room	Floor
Franklin Room	Mezzanine Level
Freedom Ballroom (G-J)	Mezzanine Level
Horizons Rooftop Ballroom	Rooftop Level
Independence Ballroom (A-C)	Mezzanine Level
Liberty Ballroom (A-D)	Ballroom Level
Liberty Ballroom Foyer	Ballroom Level
Philadelphia Ballroom (No. & So.)	Mezzanine Level
Salon Rooms (1-10)	Mezzanine Level

Unless otherwise noted all events are held at Sheraton Philadelphia City Center

ACM Learning Room

An informal meeting place for InterActivity attendees to display materials and network with colleagues. *Franklin Room*

Diversity in Action Showcase

A poster session featuring children's museums who are actively promoting diversity in their institution. *Franklin Room*

ACM MarketPlace

The perfect place to network and learn about the many products and services more than 70 exhibitors have to offer the children's museum field. *Liberty Ballroom A-C*

Registration Desk & Bulletin Board

The place to pick up InterActivity 2009 participant materials and special event tickets. Conference attendees may use the board to post messages and announcements. *Liberty Ballroom Foyer*

ADD Logo



ADD Logo

Monday, April 27

- 7:30 a.m. – 7:30 p.m.** Registration Open, *Liberty Ballroom Foyer*
- 8:30 a.m. – 5:30 p.m.** Pre-Conference: Emerging Museums*, *Philadelphia Ballroom*
- 10:00 a.m. – 4:00 p.m.** ACM Board Meeting
Open to ACM board members and members-elect.
- 12:00 p.m. – 4:00 p.m.** Brooklyn Children's Museum
Pre-Conference*
Bus departs from the Sheraton's Phillips Entrance (lobby level) at 9:00 a.m., and is estimated to return to Philadelphia by 7:00 p.m.
- 5:30 p.m. – 6:30 p.m.** Emerging Museums Closing Reception*, *Philadelphia Ballroom*
- 7:00 p.m. – 9:00 p.m.** Evening Session: Pecha Kucha Philly Style, *Philadelphia Ballroom*

Tuesday, April 28

- 7:00 a.m. – 7:00 p.m.** Registration Open, *Liberty Ballroom Foyer*
- 7:30 a.m. – 8:45 a.m.** ACM Affinity Breakfast
Exhibits/Environments, *Independence Ballroom*
Programs/Education, *Independence Ballroom*
Visitor Services/Operations, *Independence Ballroom*
Finance/Development, *Liberty Ballroom D*
Marketing/Public Relations, *Liberty Ballroom D*
Leadership, *Horizons Rooftop Ballroom*
- 9:00 a.m. – 10:15 a.m.** Great Friend to Kids Award Plenary Session, *Liberty Ballroom*
- 10:30 a.m. – 11:45 a.m.** Concurrent Sessions
Putting Play Back into Practice, *Liberty Ballroom D*
Arts Open House: Part One, *Freedom Ballroom G*
Measure-by-Measure, City-by-City, *Freedom Ballroom H*
Declare Impact with Strategic Planning, *Freedom Ballroom I*
Virtual Marketing: Real Dollars, *Freedom Ballroom J*
Membership Tune Ups & Face-Lifts, *Salon Rooms 5 & 6*
Autism: Making an Impact, *Salon Room 10*
Charter Schools & Children's Museums, *Philadelphia Ballroom North*
First Impact, *Philadelphia Ballroom South*
Surviving a Small Market, *Salon Rooms 3 & 4*
- 10:30 a.m. – 12:30 p.m.** The Franklin Study Tour*
Bus departs from the Sheraton's Phillips Entrance (lobby level) at 10:20 a.m. and will return to the hotel by 12:45 p.m.
- 11:00 a.m. – 1:00 p.m.** Please Touch Museum Study Tour*
Bus departs from the Sheraton's Phillips Entrance (lobby level) at 10:30 a.m. and will return to the hotel by 1:30 p.m.
- 12:00 p.m. – 1:00 p.m.** Brown Bag Sessions*
2008 Promising Practice Award Showcase, *Philadelphia Ballroom North*
Good to Grow! Growing Healthy Museums, *Philadelphia Ballroom South*
Federal Funding, *Liberty Ballroom D*
- 12:00 p.m. – 7:00 p.m.** ACM Learning Room Open, *Franklin Room*
- 12:00 p.m. – 7:00 p.m.** Diversity in Action Showcase Open, *Franklin Room*
- 1:15 p.m. – 2:30 p.m.** Afternoon Plenary Session, *Liberty Ballroom*
- 2:30 p.m. – 3:00 p.m.** Keynote Book Signing

* Pre-registration / Ticket Required

3:00 p.m. – 4:15 p.m. Concurrent Sessions

- Workshop: Assessing Health Partnerships, Part One, *Philadelphia Ballroom North*
Diversity in Action Showcase Session & Reception, *Franklin Room*
Arts Open House: Part Two, *Freedom Ballroom G*
Mission Impact, *Freedom Ballroom H*
Get the Right People on the Bus, *Freedom Ballroom I*
Five Minute Media Matinee, *Freedom Ballroom J*
Museums Go Green, *Salon Rooms 3 & 4*
Making Your Numbers Count, *Salon Rooms 5 & 6*
Hands-On Science Impact, *Salon Room 10*
Play for All, *Philadelphia Ballroom South*
Pitch Counts, *Liberty Ballroom D*

3:00 p.m. – 5:00 p.m. Please Touch Museum Study Tour*

- Bus departs from the Sheraton's Phillips Entrance (lobby level) at 2:30 p.m. and will return to the hotel by 5:30 p.m.

4:30 p.m. – 5:30 p.m. Concurrent Sessions

- Workshop: Assessing Health Partnerships, Part Two, *Philadelphia Ballroom North*
The Community Voice in Museum Planning, *Freedom Ballroom H*
Maximize Your Marketing Dollars, *Freedom Ballroom J*
Early Science Exploration, *Salon Rooms 3 & 4*
The 990 in Plain English, *Salon Rooms 5 & 6*
Parenting Counts, *Salon Room 10*
Is Bigger Better?, *Freedom Ballroom I*
ArtReach Promising Practice Toolkit, *Philadelphia Ballroom South*

6:30 p.m. – 9:30 p.m. Evening Event: Garden State Discovery Museum*

- Bus departs from the Sheraton's Phillips Entrance (lobby level) at 6:00 p.m. and will begin departure from Garden State Discovery Museum at 8:00 p.m.

Wednesday, April 29

- 7:30 a.m. – 7:00 p.m.** Registration Open, *Liberty Ballroom Foyer*
- 7:30 a.m. – 6:00 p.m.** ACM Learning Room Open, *Franklin Room*
- 7:30 a.m. – 6:00 p.m.** Diversity in Action Showcase Open, *Franklin Room*
- 7:30 a.m. – 4:30 p.m.** ACM MarketPlace Open, *Liberty Ballroom*
- 7:30 a.m. – 9:00 a.m.** ACM MarketPlace Breakfast, *Liberty Ballroom*
- 9:15 a.m. – 10:30 a.m.** Concurrent Sessions
Diversity in Action Presentation Session, *Franklin Room*
Impact of Afterschool, *Freedom Ballroom G*
Leadership Transition Planning, *Freedom Ballroom H*
Phenomenal Floor Staff in Five, *Freedom Ballroom I*
How to Motivate Visitation, *Freedom Ballroom J*
So You Want to Build a Climber, *Liberty Ballroom D*
Corporate Giving: It's a Team Approach, *Salon Rooms 3 & 4*
Good to Grow! Self-Study, *Philadelphia Ballroom North*
Tough Conversations, *Philadelphia Ballroom South*
- 10:45 a.m. – 12:00 p.m.** Concurrent Sessions
School Relationships 101, *Freedom Ballroom G*
Operation Green, *Freedom Ballroom H*
Improving Performance in a Challenging Economy, *Freedom Ballroom I*
Marketing/PR Idea Swap, *Freedom Ballroom J*
Mining Family Conversations, *Liberty Ballroom D*
A-Zs of Writing Your Case, *Salon Rooms 3 & 4*
Every Child Matters Initiative, *Philadelphia Ballroom North*
Culture of Playwork, *Philadelphia Ballroom South*