

ACM ANNUAL CONFERENCE: INTERACTIVITY



InterActivity is the best place for professional development and for networking. Each year InterActivity is held in a different city. The city's local children's museum serves as host and helps ACM determine a theme, which is also shaped by current trends and member needs. ACM provides significant discounts to ACM members who register early, along with a five percent rebate off of the total registration cost for member institutions that register five or more participants. Museum professionals who are of minority ethnic background are invited to apply for an InterActivity Diversity in Action Scholarship, which covers registration and sometimes lodging expenses.

Balancing theory with practice, InterActivity uses a variety of session formats.

- *Keynotes* are plenary sessions featuring nationally known speakers who address philosophical issues.
- *Salons* are data-rich presentations on emerging trends or research that will influence the future course of children's museum operations.
- *Concurrent Sessions* may take the form of a facilitated dialogue, idea swap, discussion roundtable, research or panel presentation. There are six main tracks that address core museum areas:
 - Exhibits/Environments
 - Finance/Development
 - Leadership
 - Marketing/Public Relations
 - Programs/Education
 - Visitor Services/Operations
- *Affinity Breakfasts* are informal discussions that allow peers to network by area of interest while directing the course of their own conversations.
- *Museum Study Tour* is a behind-the-scenes guided visit at InterActivity's host children's museum(s).
- *Diversity in Action Showcase Poster Session* is a collection of tabletop exhibits that demonstrate how children's museums have incorporated diversity measures into their programming, staff and board plans, outreach and exhibits.
- *Brown Bag Sessions* are informal lunchtime meeting opportunities for conference participants to learn about programs and services that are important to the children's museum field.

Special Events & Museum Benefits

- The ACM MarketPlace is the place to meet vendors that service children's museums. From architecture and exhibit design firms, to software developers, to museums with traveling exhibits, to insurance providers, to arts and crafts suppliers, to toy manufacturers — the sights, sounds and innovative ideas of the ACM MarketPlace will inspire, delight and inform you about what's new, what's essential and what customized resources you can use to make your museum a local treasure. InterActivity participants can expect breakfast and lunch food stations inside the ACM MarketPlace, as well as an afternoon raffle with giveaways and plenty of excitement.
- Often there are several daytime and evening events scheduled that showcase the host city. The evening events highlight is always the host museum party, where participants can relax, have fun and explore the museum after hours with friends and colleagues.
- InterActivity participants can visit many of host city's cultural institutions free of admission charge as an added benefit through the InterActivity Museum Open House program.

Pre-Conference for Emerging Museums

ACM hosts a full-day conference before InterActivity that provides individuals thinking about or in the process of starting a children's museum with the basics of establishing a strong children's museum infrastructure. Participants hear from museum professionals, colleagues, consultants and ACM staff about developing civic partnerships, spearheading a capital campaign, planning exhibits and how to access resources. A reception follows the conference, providing attendees networking opportunities.