

Diversity in Action Rotating Poster Session

DIVERSITY
in ACTION

Colleagues are putting Diversity in Action! Join participants at this informal, interactive networking session. View displays, learn how other organizations are addressing diversity and explore new ways of incorporating diversity into your institution.

Creative Program Development to Rigorous Project Management • P/E

Two seasoned leaders will take participants through a step-by-step process of initial concept development, program and proposal development to the ultimate goal of effective project management. Among the questions to be considered: how do you know if a project is successful; how to integrate project management from the get go; how to develop goals to measure results; and why, how and when to adjust projects mid-course.

Living the Mission Inside and Out • L

Living the mission means knowing an institution's true identity – what's between the lines – and requires cross-departmental collaboration and shared goals. Meet three museums that have turned their mission, values and vision into institutional investments that deliver internal and external returns. Hear how an engaged staff, formalized mentoring and a strategy to provide consistent messaging about exhibits and programs via traditional and social media, community outreach and advocacy efforts have made all the difference. Attendees will be encouraged to discuss and share their own best practices.

The Thrifty Marketer: Capitalizing on Your Organizations Assets through Cross-Promotions and Partnerships • M/PR

All children's museums struggle with the challenge of stretching their marketing budgets. Partnerships with affinity organizations and child-friendly businesses can stretch your marketing dollars, increase visibility in the community and expand word-of-mouth prospects. A panel of speakers will offer their experiences and best practices, as well as field ideas to help participants develop a cross-promotional strategy. This session is strongly based on audience participation, so bring success and crash-and-burn stories. Attendees will walk away with a better understanding of organizational assets and gain essential tools to spark creative ideas for potential cross-promotional partnerships.

The Call to Service: Identifying Volunteers in Your Community • VS/O

Position your museum's volunteer program for success by capitalizing on emerging trends in volunteerism through expanding partnerships with local and national service initiatives. Hear about best practices for volunteer management and learn if programs such as AmeriCorps can benefit your museum.

Organizing, Developing and Running Special Events Fundraisers • D

Setting goals, recruiting volunteers, writing proposals for sponsorship, marketing the event and controlling event expenses are only half the battle for creating a successful event experience. This session offers the essentials for creating a cost-effective, revenue generating fundraising event at your museum.

Learning to Lead • L

New leaders are often faced with many challenges. Join this interactive, train-the-trainer, session where we use hands-on activities as an opportunity to dialogue and problem solve the challenges of leadership. Prepare for an interactive, fast-paced workshop that will address effective communication, leadership styles, creating followership and dealing with difficult people.

Professional Perspectives • L • E/E

In this sponsored session, organizations share their knowledge and expertise. How do you start the planning process for a new museum or exhibit project? When should you keep the development in-house or contract an outside designer? What is an ideal budget ratio for design vs. fabrication? Joe Wisne from Roto Studio will answer these and related questions from an industry-wide perspective. Reb Haizlip from Haizlip Studio will present a case study of the step-by-step process involved in creating a new children's museum. This engaging presentation will take participants from dream to feasibility, concept to master plan and beyond. This session may feature up to six corporate representatives/consultants.

2:45 p.m. – 4:45 p.m. Museum Study Tour

Pre-registration is required; cost for tour is \$25. Participants will meet in the lobby level of the Crowne Plaza Saint Paul-Riverfront Hotel at 2:45 p.m. to walk to the Science Museum of Minnesota, which is three blocks from the hotel.

Science Museum of Minnesota Collections

Participants are invited to an up close, behind the scenes tour of the Science Museum of Minnesota. Founded 102 years ago, this outstanding institution is home to more than two million objects used for research, exhibitions and scholarly publications. The collection focuses on a host of disciplines – including biology, paleontology, archaeology and ethnology. Participants will tour the museum's exclusive vault and take an intimate look at this exceptional collection.