



**innovation is**  
**Child's**  
**PLAY** 2011  
**PROGRAM**  
**AT A GLANCE**

**Hyatt Regency Houston**

Room	Floor
Arboretum I, II, III, IV & V	2nd Level
Cottonwood	3rd Level
Dogwood	3rd Level
Imperial Ballroom	3rd Level
Live Oak	4th Level
Magnolia	3rd Level
Market Place / Exhibit Hall	Lower Level
Mesquite	3rd Level
Regency	2nd Level
Sandalwood	4th Level
Windowbox	2nd Level

*Unless otherwise noted all events are held at the Hyatt Regency Houston Hotel.*

**InterActivity Registration Desk & Bulletin Board**

Located on the second level in the Imperial Ballroom Foyer, the InterActivity Registration Desk is the place to pick up conference participant materials and special event tickets. It is open every day of the conference. Attendees may post messages to the Bulletin Board and leave educational materials in the document trays.

**ACM MarketPlace**

Open for one day only — Friday, May 20 — the ACM MarketPlace is in the hotel's Market Place / Exhibit Hall located on the lower level. This is the perfect place to network and learn about the many products and services for the children's museum field. Complimentary breakfast, lunch and afternoon refreshments are provided to registered attendees.

**TUESDAY, MAY 17**

**4:00 p.m.–7:00 p.m.** Registration Open, Imperial Ballroom Foyer

**6:00 p.m.–8:00 p.m.** Emerging Museums Pre-Conference Reception\*, Windowbox

**WEDNESDAY, MAY 18**

**7:00 a.m.–7:00 p.m.** Registration Open, Imperial Ballroom Foyer

**8:30 a.m.–5:30 p.m.** Emerging Museums Pre-Conference\*, Dogwood

**8:30 a.m.–4:30 p.m.** Implementing Nano in Children's Museums Workshop\*

*This off-site workshop will be held at the Children's Museum of Houston. Buses will depart from the lobby of the Hyatt Regency Houston Hotel at 8:00 a.m. and return by 5:00 p.m.*

*\* Separate ticket and / or registration required for this activity.*

**12:00 p.m.–2:00 p.m.** ACM MarketPlace Lunch, Market Place / Exhibit Hall

**2:00 p.m.–3:30 p.m.** Concurrent Salons  
 •The Consequences of Gender and Racial Attitudes, Imperial Ballroom Center  
 •Recovery and the Impact on Giving Trends, Imperial Ballroom West  
 •Linking Facility to Mission, Imperial Ballroom West

**3:30 p.m.–4:30 p.m.** Refreshment Break, Market Place / Exhibit Hall

**4:30 p.m.–5:45 p.m.** Concurrent Sessions  
 •Simple STEM for 21st Century Learning Skills, Cottonwood  
 •Hop Off the Bus, Gus!, Arboretum V  
 •Teaching the Whole Child, Dogwood  
 •Fundraising in the Current Economy, Magnolia  
 •Introducing ACM's Benchmarking Calculator, Arboretum I & II  
 •A Toolkit for Engaging Diverse Audiences, Arboretum III & IV  
 •Creating Museum Access, Regency  
 •Visitor Services Idea Swap, Windowbox  
 •Greening through Digital Exhibitions, Sandalwood

**6:30 p.m.–7:30 p.m.** CEO & Trustee's Reception\*  
*This off-site event will be at Bayou Bend. Buses will depart the Hyatt Regency Hotel at 6:00 p.m. The returning bus will stop at the Children's Museum of Houston and the hotel.*

**7:00 p.m.–10:00 p.m.** A Playground for Your Mind™\*  
*This off-site event will be at the Children's Museum of Houston. Buses will depart the Hyatt Regency Houston Hotel at 6:45 p.m. and loop between the Children's Museum of Houston and the hotel.*

**SATURDAY, MAY 21**

**7:00 a.m.–12:00 p.m.** Registration Open, Imperial Ballroom Foyer

**7:30 a.m.–8:45 a.m.** Regional Breakfast Rounds, Market Place / Exhibit Hall

**9:00 a.m.–10:30 a.m.** Great Friend to Kids Plenary, Imperial Ballroom West & Center

**10:45 a.m.–12:00 p.m.** Concurrent Sessions  
 •Innovative Exhibitions: How to Get There, Cottonwood  
 •Financing & Refinancing, Arboretum V  
 •Theatrical Play is Child's Play, Dogwood  
 •Family-Focused, Mission-Driven Fundraising Events, Magnolia  
 •The Blue Star Museum Initiative, Arboretum I & II  
 •Mission Mobile, Arboretum III & IV  
 •New Resources for Staff Training, Regency  
 •Serendipity as Design Innovation, Windowbox  
 •Let's Talk about Risk, Sandalwood

**10:45 a.m.–4:00 p.m.** Evaluation for 21<sup>st</sup> Century Skills Workshop\*, Mesquite

*\*Separate ticket and / or registration required for this activity.*

**ASSOCIATION OF CHILDREN'S MUSEUMS**

2711 Jefferson David Highway, Suite 600  
Arlington, VA 22202

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www.ChildrensMuseums.org • Phone: 703.224.3100

**12:00 p.m.–4:00 p.m.**

**Cognitive Science Informing Interactive Exhibit Design Workshop\*, Live Oak**

**6:00 p.m.–8:00 p.m.**

**Big Texas Welcome\***

*This off-site event will be held at The Heritage Society at Sam Houston Park, a four block walk from the Hyatt Regency Houston Hotel. Beginning at 5:45 p.m., volunteers will be stationed in the hotel lobby to direct guests to the event.*

**8:00 p.m.–10:00 p.m.**

**Boot Stompin' Pecha Kucha!**

*This off-site event will be held at The Heritage Society at Sam Houston Park, a four block walk from the Hyatt Regency Houston. Beginning at 7:45 p.m., volunteers will be stationed in the hotel lobby to direct guests to the event.*

## **THURSDAY, MAY 19**

**7:00 a.m.–7:00 p.m.**

**Registration Open, Imperial Ballroom Foyer**

**7:30 a.m.–8:45 a.m.**

**Affinity & Leadership Breakfasts**

- Leadership, Imperial Ballroom East
- Marketing / Public Relations, Regency
- Development / Government Relations, Regency
- Finance, Regency
- Exhibits / Environments, Market Place / Exhibit Hall
- Programs / Education, Market Place / Exhibit Hall
- Visitor Service / Operations, Market Place / Exhibit Hall

**9:00 a.m.–10:30 a.m.**

**Opening Plenary & PPA Presentation, Imperial Ballroom West & Center**

**10:30 a.m.–10:45 a.m.**

**Keynote Book Signing, Imperial Ballroom Foyer**

**10:45 a.m.–12:00 p.m.**

**Concurrent Sessions**

- The Changing Exhibits Dilemma, Cottonwood
- Launching a Corporate Partners Program, Arboretum V
- Flexible Ticketing and Admission Systems, Dogwood
- Global Citizens via International Partnerships, Magnolia
- Moving from Nice to Necessary, Arboretum I & II
- Green Promising Practice Award Showcase, Arboretum III
- Marketing Strategic Partnerships, Regency
- Technology in Children's Museums, Windowbox
- Customer Service from the Business World, Sandalwood
- Professional Perspectives, Arboretum IV

**10:45 a.m.–12:45 p.m.**

**Museum Study Tours\***

*These off-site tours will be at the Children's Museum of Houston. Buses will depart from the Hyatt Regency Houston at 10:45 a.m. and return at 12:45 p.m.*

- O Wow Moments with Mr. O
- Keeping the Right People on the Bus

**12:15 p.m.–1:15 p.m.**

**Power Lunch Sessions**

- Federal Funding, Dogwood
- Healthy Risk, Cottonwood
- ACM Reciprocal Program, Sandalwood
- The Future of Early Childhood Education, Regency

**1:30 p.m.–2:45 p.m.**

**Concurrent Salons**

- The Art and Science of Learning, Imperial Ballroom Center
- Children and Cultural Change, Imperial Ballroom West

**3:00 p.m.– 4:15 p.m.**

**Concurrent Sessions**

- Do It Yourself (D.I.Y.) Exhibits, Cottonwood
- Evidence-Based Learning, Arboretum V

- Making Heads or Tails of the 990, Dogwood
- Replicating Port Discovery's PACT Program, Magnolia
- Navigating the Federal Grant Process, Arboretum I & II
- Advocacy Agendas, Arboretum III
- Marketing / PR Swap, Arboretum IV
- Wellness Programs Seasoned to Taste, Regency
- Boom! The New Retired Volunteer, Windowbox
- Loose Parts Play, Sandalwood

**3:00 p.m.–5:00 p.m.**

**Museum Study Tours\***

*These off-site tours will be at the Children's Museum of Houston. Buses will depart from the Hyatt Regency Houston Hotel at 3:00 p.m. and return at 5:00 p.m.*

- In-Depth Tour of the Children's Museum of Houston
- Using Mobile Devices to Extend Exhibit Inquiry

**4:30 p.m.– 5:45 p.m.**

**Concurrent Sessions**

- Design an Inclusive Museum, Cottonwood
- How to Deal When Things Go Awry, Arboretum V
- Integrated Community Engagement, Dogwood
- CEO Survivor, Magnolia
- Effective Branding, Communication & Engagement, Arboretum I & II
- Parent Perception of Play, Windowbox
- Learning to Notice, Sandalwood
- Courage in Design and Community Collaboration, Regency

**6:30 p.m.–9:30 p.m.**

**A Wild World of Fun\***

*This off-site event will be held at the Houston Zoo. Buses will depart the Hyatt Regency Houston Hotel at 6:15 p.m. and loop between the zoo and the hotel.*

## **FRIDAY, MAY 20**

**7:00 a.m.–7:00 p.m.**

**Registration Open, Imperial Ballroom Foyer**

**7:00 a.m. – 4:30 p.m.**

**ACM MarketPlace Open, Market Place / Exhibit Hall**

**7:00 a.m.–8:45 a.m.**

**ACM MarketPlace Breakfast, Market Place / Exhibit Hall**

**9:00 a.m.–10:30 a.m.**

**Plenary, Imperial Ballroom West & Center**

**10:30 a.m.–10:45 a.m.**

**Keynote Book Signing, Imperial Ballroom Foyer**

**10:30 a.m.–12:30 p.m.**

**Museum Study Tour: Making, Innovating & Tinkering\***

*This off-site tour will be at The Children's Museum of Houston. Buses will depart from the Hyatt Regency Houston Hotel at 10:30 a.m. and return at 12:30 p.m.*

**10:45 a.m.–12:00 p.m.**

**Concurrent Sessions**

- As Safe as Necessary but not as Safe as Possible, Cottonwood
- Copyrighting in the Digital Age, Arboretum V
- Innovation & Cultural Diversity, Dogwood
- Putting Your Board to Work, Magnolia
- Become a Successful Director, Arboretum I & II
- Graphic Content Suitable for All Audiences, Arboretum III & IV
- Pitch the Popsicle Sticks, Regency
- Leading from the Front Line, Windowbox
- Creating a Comprehensive Mini-Exhibition, Sandalwood

*\*Separate ticket and / or registration required for this activity.*