InterActivity 2019
FEARLESS
Denver, Colorado
May 8–11, 2019

hosted by...
children’s museum
Denver Marsico Campus

Preliminary Program #IA19
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You know us for fearless play.
Get to know us for fearless learning.

ARCHITECTURE | LANDSCAPE ARCHITECTURE
EXHIBIT DESIGN | INTERPRETIVE PLANNING

SITE SELECTION | MASTER PLANNING | FACILITATION
GRAPHIC DESIGN | COMMUNITY ENGAGEMENT | STRATEGIC PLANNING
UNIVERSAL ACCESS PLANNING (ADA) | WEB TECHNOLOGY

206.621.2196
www.migcom.com
Association of Children’s Museums

The Association of Children’s Museums (ACM) champions children’s museums worldwide. With more than 460 members in 50 states and 19 countries, ACM is the world’s foremost professional society supporting and advocating on behalf of children’s museums, and those who work at and otherwise sustain them. We leverage the collective knowledge of children’s museums through convening, sharing, and dissemination. Join us in Denver for InterActivity 2019!

Visit www.ChildrensMuseums.org to learn more about ACM.

Children’s Museum of Denver at Marsico Campus

The Children’s Museum of Denver at Marsico Campus is located in the Mile High City; the gateway to the Rockies, where the sun shines 300+ days a year and the spirit of adventure is alive and thriving. The museum embraces this energy, pushing the boundaries of exhibit and program design, and ensuring equitable access for all families. They believe in kid-powered learning and every day, their expertly designed exhibits and programs open doors for Colorado’s curious young minds to discover, create, and explore on their own terms.

Since 1973, the museum has served as a community gathering place, dedicated to the education and growth of young children and their caregivers. In 2015, the museum completed the largest expansion in its 40+ year history, more than doubling its public space, adding seven new exhibits and a multitude of additional guest amenities. Children and their grown-ups can race to the top of Altitude, a 3-story climber, whip up nutritious, delicious recipes in The Teaching Kitchen, sculpt a masterpiece in The Art Studio, and explore Joy Park, an outdoor exhibit full of Colorado elements like canyons, rivers, and sand dunes, and home to Adventure Forest, the brand new, one-of-a-kind 500-foot-long aerial adventure course.

Last fiscal year, the museum served more than 558,000 young learners and their grown-ups. To ensure their world-class exhibits and programs are available to all, access programs, like the now citywide SNAP Access Initiative and Sponsored Admissions and Memberships Program, provide a museum experience at low or no cost to families. This program served more than 105,000 guests last year. Additionally, Low-Sensory Mornings offer free private play events designed to create a welcoming environment for families of young children with diverse cognitive and physical abilities.

Beyond the museum’s walls, The Exhibits Team, an entrepreneurial design-consulting arm of the museum, has helped bring to life the first ever children’s museum in Taipei, Taiwan, designed several exhibits for Wings Over the Rockies Air & Space Museum in Denver, and is currently working on multiple innovative projects locally and globally.

Recently completing a 20-year master plan, the museum will continue to serve the ever-changing needs of its growing and dynamic community.

Learn more about the Children’s Museum of Denver at Marsico Campus at www.mychildsmuseum.org.
ACM is grateful to the following organizations for their supporting role in this year’s conference.

**InterActivity 2019 Lead Sponsor**

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**InterActivity 2019 Major Sponsors**

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Minnesota Children’s Museum
Roto

**Additional Support Provided by InterActivity 2019 Host**

Children’s Museum of Denver at Marsico Campus

**Marketing Partner**

Colorado-Wyoming Association of Museums
Your organization creates moments of wonder, inspiration, and possibility.

Blackbaud creates solutions that empower you to make more of those moments, faster.

Learn more about our solutions and services for Children’s Museums at arts.blackbaud.com
ACKNOWLEDGMENTS

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Mary Maher
“To say the design is spectacular is an understatement.”

Nancy Perry, Director
Dept. of Museums, City of Portsmouth, VA
Children’s Museum of Virginia

“What extraordinary good fortune for us to have worked with Skolnick to create our first children’s history museum! They are truly the best!”

Louise Mirrer, Ph.D., President & CEO
New-York Historical Society
Conference Hotel
ACM is holding a block of rooms at the Hyatt Regency Denver at Colorado Convention Center for InterActivity 2019. Registration, the ACM MarketPlace, and sessions will take place at the Hyatt, unless otherwise noted. The deadline to make reservations at the Hyatt is Monday, April 15, 2019.

Hotel Reservations
Hyatt Regency Denver at Colorado Convention Center
650 15th Street
Denver, CO 80202
303.436.1234
- Reservations deadline is April 15, 2019
- Group Name: Association of Children’s Museums
- Group Code: G-ACM9
- Group Rate: $179 per night (single or double), May 7–11, 2019, plus applicable taxes
- Phone Reservations: 303.436.1234 or 1.888.591.1234
- Online reservations

Marijuana Use
Marijuana, although legal in private spaces in the state of Colorado, is not permitted in any form or for any reason on Hyatt property. For additional information on marijuana use in Denver, click here.

Travel
Denver International Airport (DEN), is approximately 30 miles from the Hyatt Regency Denver at Colorado Convention Center.

Transportation To and From Airport
- Shuttle: The Hyatt does not offer any shuttle service. There are several shared transportation options that service DEN. Click here for contact information.
- Taxis: Taxi dispatchers are located outside the terminals at DEN. Approximate cab fare to the Hyatt is $60.
- Uber: Make reservations online by clicking here or download the app. Please note, depending on time of day and demand, pricing may change but approximate fare should be between $35-$45.
- A Line Commuter Train: Closest train stop to the Hyatt is Union Station, approximately 10 blocks from the Hyatt. The A line is $9 one-way. An Uber from Union Station is approximately $8-$10. Click here for more information.

Around Denver
The Hyatt is located in the central business district of downtown, within walking distance of many restaurants and attractions. There are several modes of transportation for getting around the area.
- Complimentary 16th Street Shuttle runs throughout the central business and entertainment district of downtown Denver.
- Light Rail Service/RTD stops at most corners in the city, including Sports Authority Field at Mile High, Pepsi Center/Six Flags/Elitch Gardens.
- Union Station stops include Lower Downtown (LODO)/Coors Field/16th Street Mall.

Parking
Onsite parking is available at the Hyatt. Prices are valid as of November 2018:
- Onsite self-park daily fee is $35.
- Valet parking daily fee is $49.
Welcome to Denver, the Mile High City, where a thriving arts and cultural scene, 300 days of sunshine, and the Rocky Mountains backdrop combine for the world’s most spectacular playground. Denver is as laid-back as it is sophisticated. It’s a place where engineers rub elbows with rock climbers at local brewpubs, at art festivals, or while strolling along downtown’s 16th Street pedestrian mall. Free shuttles give visitors quick access to world-class art and culture, wine bars, restaurants, and nighttime entertainment and music in Larimer Square or historic LoDo. Upscale shopping awaits at Cherry Creek, while Denver’s seven professional sports teams showcase this city’s active spirit. Denver’s 85 miles of paved biking and walking paths connect visitors to unique attractions, parks, and diverse neighborhoods. One trip is all it takes to fall in love with this great city.

Feel what it’s like to be one mile high!
Climb to the 13th step of the Colorado State Capitol and you are 5,280 feet above sea level—one mile high! Or, cheer on the Colorado Rockies at Coors Field from the row of purple seats—the best “mile high” seats in the city.

Take a hike.
Denver’s Mountain Park system is unique, comprised of 14,000 acres of scenic beauty in the nearby Rockies. Gaze at a buffalo herd, mountain bike at Winter Park Resort, hike trails amidst red sandstone monoliths at Red Rocks Park—they’re all part of the city of Denver.

Find your Western Spirit.
Despite its 21st century leanings, Denver still retains a good deal of its Old West legacy. Around every corner, you’ll find some remnant of the pioneer era, from the Denver Art Museum’s collection of iconic Western art to the final resting place of Buffalo Bill, high atop Lookout Mountain. For a taste of the Old West, try some buffalo, a Denver specialty made into steaks, burgers, and hot dogs.

Explore the Arts.
The art districts of Denver celebrate the First Friday of every month with an evening of gallery browsing, food, and music. More than 100 galleries stay open late, inviting thousands of art lovers to discover Denver’s creative community. Local artists have also made their mark on the city with stunning street art. Take a stroll through the RiNo Art District, Art District on Santa Fe, East Colfax, and Confluence Park neighborhoods to discover your new favorite mural.

Relax in a garden.
Denver has 26 public floral gardens, including the lakeside gardens in Washington Park and the 50,000 flowers that are planted each spring along the 16th Street Mall. Denver Botanic Gardens is a lovely oasis in the center of the city with 45 gardens to explore, surrounded by ponds, streams, fountains, and a gigantic conservatory—and a participant in the Museum Open House Program.
MUSEUM OPEN HOUSE PROGRAM

The Museum Open House Program provides InterActivity 2019 attendees with the opportunity to explore many cultural institutions in Denver and nearby communities. The institutions listed below are generously offering free admission from May 6 through May 12, 2019. Simply present your InterActivity 2019 conference badge or registration confirmation. Museum hours vary and many are closed on certain days. Please call ahead to confirm if the museum is open when you would like to go.

DENVER

Children’s Museum of Denver at Marsico Campus
303.433.7444
www.mychildsmuseum.org

Denver Art Museum
720.865.5000
www.denverartmuseum.org

Denver Botanic Gardens
720.865.3500
www.botanicgardens.org

Denver Firefighters Museum
303.892.1436
www.denverfirefightersmuseum.org

Denver Museum of Nature and Science
303.370.6000
www.dmns.org

Denver Zoo
720.337.1400
www.denverzoo.org

Molly Brown House Museum
303.832.4092
www.mollybrown.org

Museo de las Americas
303.571.4401
www.museo.org

Wings Over the Rockies Air & Space Museum
303.360.5360
www.wingsmuseum.org

GOLDEN

Colorado Railroad Museum
303.279.4591
www.coloradorailroadmuseum.org

LAFAYETTE

WOW! Children’s Museum
303.604.2424
www.wowchildrensmuseum.org

WESTMINSTER

Butterfly Pavilion
303.469.5441
www.butterflies.org
RECENT CLIENTS
- Port Discovery Children’s Museum
- Children’s Museum of the Lowcountry
- Children’s Museum of Manhattan
- EXPO 2020 Dubai
- Lincoln Children’s Museum
- Kaleidum Downtown

OUR SERVICES
- Museum start-up planning
- Exhibit development & evaluation
- Full-service exhibit design
- Theming & environmental design
- Interactive engineering & prototypes
- Fabrication & turnkey installation

This custom kinetic, full-body media interactive allows children to scatter paint across multiple digital canvases, one of many innovative multi-sensory art experiences designed and built by Roto for the High Museum of Art.
The following schedule is subject to change. Optional ticketed events are indicated by an asterisk (*).

**Wednesday, May 8**
8:30 a.m.–5:00 p.m.  Emerging Museums Pre-Conference*
1:00 p.m.–3:45 p.m.  Study Tour A. Children’s Museum of Denver at Marsico Campus: Adventure Forest *
1:30 p.m.–4:30 p.m.  Promoting School Readiness through a Partnership Model Pre-Conference*
5:15 p.m.–6:00 p.m.  New Attendee Orientation
6:15 p.m.–7:30 p.m.  Welcome to InterActivity 2019 Meet & Greet

**Thursday, May 9**
8:00 a.m.–9:15 a.m.  Professional Networking Breakfast
9:30 a.m.–11:30 a.m.  State of the Field Forum
11:30 a.m.–12:45 p.m.  Lunch on Your Own
11:30 a.m.–2:00 p.m.  Museum CEO and Executive Director Forum and Luncheon*
12:15 p.m.–3:00 p.m.  Study Tour B. Inside the Children’s Museum of Denver at Marsico Campus*
12:30 p.m.–2:45 p.m.  Study Tour C. Denver Art Museum*
12:45 p.m.–2:00 p.m.  Concurrent Professional Development Sessions
2:15 p.m.–3:30 p.m.  Concurrent Professional Development Sessions
3:45 p.m.–5:00 p.m.  Investigation Sessions and Peer-to-Peer Roundtable Discussions
5:00 p.m.–7:00 p.m.  ACM MarketPlace and Reception
6:30 p.m.–8:00 p.m.  Museum CEO and Trustees Reception*

**Friday, May 10**
8:00 a.m.–4:00 p.m.  ACM MarketPlace
8:00 a.m.–8:45 a.m.  ACM MarketPlace Breakfast
9:00 a.m.–10:15 a.m.  Plenary Session and Keynote Address
10:30 a.m.–12:45 p.m.  Study Tour D. Anchor Center for Blind Children*
10:45 a.m.–12:00 p.m.  Concurrent Professional Development Sessions
12:00 p.m.–2:00 p.m.  ACM MarketPlace Lunch
12:00 p.m.–3:15 p.m.  International Children’s Museum Forum*
12:30 p.m.–1:30 p.m.  Collective Impact Brownbag Lunch Session
1:00 p.m.–3:15 p.m.  Study Tour E. Paco Sanchez Park*
2:00 p.m.–3:15 p.m.  Concurrent Professional Development Sessions
3:15 p.m.–3:45 p.m.  ACM MarketPlace Coffee Break
3:45 p.m.–5:00 p.m.  Concurrent Professional Development Sessions
6:30 p.m.–9:30 p.m.  Evening Event: Let’s Party! Children’s Museum of Denver at Marsico Campus*

**Saturday, May 11**
7:30 a.m.–8:45 a.m.  Closing Continental Breakfast
9:00 a.m.–10:15 a.m.  Concurrent Professional Development Sessions
10:30 a.m.–11:45 a.m.  Closing Plenary and ACM Great Friend to Kids Award
Wednesday, May 8
All programming will be held at the Hyatt Regency Denver at Colorado Convention Center, unless otherwise noted.

Emerging Museums Pre-Conference
8:30 a.m.-5:00 p.m.
ACM offers the annual Emerging Museums Pre-Conference to share foundational and effective practices of our field with those in the process of starting a children’s museum. The agenda changes each year to keep pace with new trends and insights but always includes perspectives from recently opened children’s museums. Pre-registration is required; Member registration, $235, Nonmembers, $335. This event is limited to emerging museums and individuals starting a children’s museum. Registration fee includes breakfast, lunch, and handout materials.

Preliminary Agenda

8:00 a.m.-8:30 a.m.
Breakfast

8:30 a.m.-8:45 a.m.
Welcome
Laura Huerta Migus, Association of Children’s Museums

8:45 a.m.-9:45 a.m.
Attendee Introductions and Networking
Victoria Garvin, Association of Children’s Museums

9:45 a.m.-11 a.m.
Perspectives from Recently Opened Children’s Museums
No two children’s museums are ever planned alike. However, much can be learned from those who have gone before. Hear from leaders of recently opened children’s museums across the U.S. and China.
Robin Gose, EdD, MOXI, The Wolf Museum of Exploration and Innovation
Lisa Barnett, Children’s Museum of St. Tammany
Fu Dejuan, Children’s Museum Research Center, China
Loretta Yajima, Hawaii Children’s Discovery Center

11:00 a.m.-11:15 a.m.
Break

11:15 a.m.-12:00 p.m.
Progress Reports from Children’s Museums in Development
Where they are now? Presenters will share ideas for temporary spaces and programs, growing awareness with stakeholders, seed funding ideas, challenges, successes, lessons learned, and more.
Melissa Rushin Irr, Children’s Museum of Yuma County
Kristie Akl, KidSTREAM Children’s Museum in Ventura County
Mpho Lebona, Play Africa Children’s Museum

12:00 p.m.-1:00 p.m.
Lunch and Moderated Roundtable Discussions

1:00 p.m.-1:30 p.m.
ACM Resources
Keila Rone, Association of Children’s Museums

1:30 p.m.-2:30 p.m.
Building a Board and Board Committees
Assembling a good board is the most important thing you can do when creating a new children’s museum. But how are the board responsibilities of an emerging museum different from other boards? All-volunteer organizations have a special challenge in defining the board’s role. When there is little or no staff, the board has to divide its time between governance issues and carrying out programmatic and administrative duties. This works out best when there is a clear understanding between the functions of the full board and the board members who jump in to serve in those management needs.
Carol Scott, Children’s Discovery Museum of the Desert
2:30 p.m.-2:45 p.m.
Break

2:45 p.m.-3:45 p.m.
Getting the Word Out
You’re opening a children’s museum. You’ve planned, plotted and designed everything down to the tiniest detail. You’ve had focus groups. You’ve had focus groups about the focus groups. You’ve spent an incredible amount of time and work to make your dream a reality. Now, it’s time to find your voice and get the word out! This session is designed to help new museums build their brands by creating succinct key messages that will reach donors, potential visitors, and the community.

Carrie Hutchcraft, The Magic House, St. Louis Children’s Museum
Martha Swanson, MOXI, The Wolf Museum of Exploration and Innovation

3:45 p.m.-4:45 p.m.
Choice of Sessions:
1) Setting Up Operations
Passion alone is not enough to successfully launch and sustain your new museum long term. You need to understand business planning, strategy, and finances.

Putter Bert, KidsQuest Children’s Museum

2) Preparing for Year One
Even the best laid plans can go horribly awry. From real-life trial by flood and fire, learn ways to assess your possible risks, prepare for potential surprises, and how to devise response plans in anticipation of unexpected challenges.

Robin Gose, EdD, MOXI, The Wolf Museum of Exploration and Innovation

Martha Swanson, MOXI, The Wolf Museum of Exploration and Innovation

4:45 p.m.-5:00 p.m.
Wrap Up and Adjourn
STUDY TOUR

A. Children’s Museum of Denver at Marsico Campus: Adventure Forest
1:00 p.m.–3:45 p.m., rain or shine
Pre-registration is required; tickets are $35. Transportation is included. Wear athletic shoes and comfortable attire.

Come explore Adventure Forest, the museum’s newest and largest outdoor exhibit! Hear from the museum’s design and project management team how this 500-foot-long, aerial adventure course and immersive art experience was envisioned and brought to life. The team will discuss the many complexities and the creative partnerships that were formed and mobilized. Learn what worked, what didn’t, and why this complex project required super-human patience and fortitude. Attendees will experience the exhibit firsthand in never before shared detail and walk away with ideas and inspiration of how to create their own bold outdoor adventures.

INTERACTIVITY 2019

New Attendee Orientation
5:15 p.m.–6:00 p.m.
If you are attending InterActivity for the first time, or it’s been a few years, join ACM for an orientation to learn how to get the most from the conference, meet members of ACM staff, board, and the InterActivity 2019 Program Committee, as well as network with other newcomers.

Welcome to InterActivity 2019 Meet & Greet
6:15 p.m.–7:30 p.m.
Cash bar will be available.
Begin the conference on a high note! Before the conference launches into full swing, take some time to meet new colleagues and reconnect with old friends during this free evening event of networking games and fun activities. Then keep the conversations going.
MOXI, The Wolf Museum of Exploration + Innovation

Louisiana Children’s Museum

OPENING 2019

Explore & More Children’s Museum

OPENING 2019

GYROSCOPE INC

Gyroscope is a full service, comprehensive museum development & design firm.

For more info contact:
Maeryta Medrano, AIA, LEED® AP
maeryta@gyroscopeinc.com
510.986.0111

www.gyroscopeinc.com

Strategic & Master Planning
Exhibit Planning & Design
Architecture
Art Installations
Graphic Design
Project Management

VISIT US AT BOOTH #18
Thursday, May 9
All programming will be held at the Hyatt Regency Denver at Colorado Convention Center, unless otherwise noted.

Professional Networking Breakfast
8:00 a.m.–9:15 a.m.
Network with peers over breakfast. Tables will be organized by professional job functions and special interest groups, including: Administration, Development, Finance, Education, Exhibits, Human Resources, International Attendees, Libraries, Marketing, Membership, Museum CEOs and Executive Directors, Research and Evaluation, Trustees, and Visitor Experience/Services.

State of the Field Forum
9:30 a.m.–11:30 a.m.
Kick off InterActivity with this dynamic program that will explore and celebrate the past, present, and future of children’s museums! The session will begin with a journey into our field’s FearLESS past through a fireside chat with former leaders in our field that shaped the current landscape of children’s museums, reflecting on the boundaries they pushed twenty-five years ago, and sharing their hopes for our present and future work. Following our visit to the past, we will celebrate the present through an interactive review of the accomplishments of the field over the past year. The session will close with a contemplation of the future through a panel discussion with current children’s museum leaders moderated by Jordan Shapiro, PhD, noted scholar and futurist with a special focus on childhood.

Moderators:
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Michael Yankovich, President, Board of Directors, Association of Children’s Museums; President and CEO, Children’s Museum of Denver at Marsico Campus
Jordan Shapiro, PhD, Senior Fellow, Joan Ganz Cooney Center at Sesame Workshop

Lunch on Your Own
11:30 a.m.–12:45 a.m.

Museum CEO and Executive Directors Forum and Luncheon
11:30 a.m.–2:00 p.m.
Pre-registration is required; tickets are $50 and include a buffet lunch. Attendance is limited to CEOs and executive directors at open museums.
The Museum CEO and Executive Directors Forum provides a dynamic and flexible forum for the field’s leadership to engage around today’s pressing issues for children’s museums. For InterActivity 2019, the program will begin with lunch and conversation with Jordan Shapiro, PhD, global thought leader and author of the forthcoming book, The New Childhood: Raising Kids to Thrive in a Connected World. After lunch, the program continues unconference-style with attendees selecting hot topics for discussion. Join your colleagues for what is sure to be a lively and rich session for personal development and field advancement.
STUDY TOUR

B. Inside the Children’s Museum of Denver at Marsico Campus
12:15 p.m.–3:00 p.m.
Pre-registration is required; tickets are $35.
Transportation is included.

Join the programming leadership team at the Children’s Museum of Denver at Marsico Campus to get up-close and behind-the-scenes with the museum’s flagship programs in the Teaching Kitchen, the Clay Studio, and the Artist-in-Residence Studio. Attendees will tour these inspiring spaces, all of which opened in 2015, and learn what it has taken to develop, coordinate, and implement these wildly popular, deeply impactful programs.

The tour will start in the Teaching Kitchen where attendees will tie on aprons and try their hand at one of Chef Bridget’s original recipes. Hear how the museum’s culinary education team develops recipes, sources ingredients, ensures food safety, and manages participant demand. Next stop is the Clay Studio, housed within the museum’s 2,300 sq. foot arts exhibit. Attendees will roll up their sleeves for some hands-on play, including a wheel-throwing demonstration and a back-of-house look at the equipment and processes needed to run the Clay Studio. Finally, attendees will tour the museum’s growing collection of original art, created and installed around the campus through the Artist-in-Residence program. Gain insights from three years of artists’ residencies, including how the museum recruits and onboards artists, how communication is managed, and how staff support the program’s open studios and artist-guest engagement.

This practical tour will offer transparency about the staff, training, equipment, resources, time, and budget involved in each of these program areas. Tour leaders will share lessons learned in launching and growing these programs—and provide candid insights on the challenges the museum is still working through. Facilitated dialogue will help attendees examine their own goals around programming, and thoughtfully plan for sustainability.

STUDY TOUR

C. Denver Art Museum
12:30 p.m.–2:45 p.m.
Pre-registration is required; tickets are $35.
Transportation is included.

The Denver Art Museum (DAM) has earned a reputation as a world-class institution that pushes the envelope on what a museum experience can be. The DAM seeks to challenge the notion that art museums are not for children and strives to be a place where families—and the very youngest visitors—can make personal connections to art, feel like they belong, and tap into their creativity. Since 2015, the museum has been free for all youth ages 18 and under as part of its goal to bring the arts to all youth in the community.

Attendees will visit a selection of memorable galleries and interactive program spaces within the stunning architecture of the DAM, and experience an innovative approach to fostering family creativity with the members of the museum’s family and community programs division in the Department of Learning & Engagement. Attendees will have the opportunity to be creative through facilitated art-making experiences. Last stop, a front row seat for performances in the galleries where attendees will get an insiders’ look at how the DAM develops multi-generational gallery tours that encourage imaginative thinking and close looking.

This deep dive into cultivating creativity will offer practical ideas and art-rich inspiration for how your institution can connect with the entire family during their visit. The tour leaders will also share their 2013 report, “Kids & Their Grownups: New Insights on Developing Dynamic Museum Experiences for the Whole Family,” and detail how the findings from the DAM’s two-year, IMLS-supported investigation impacts current programming for families with young children.
InterActivity 2019 includes six blocks of Concurrent Professional Development sessions which feature seven thematic streams. Use the stream icons to identify sessions of interest and create your own learning experience at the conference.

**Business Operations**
Content areas cover development, marketing, membership, planning, finance, and administration.

**People**
Content areas cover organizational culture, governance, professional development, staffing, and career.

**Design**
Content areas cover exhibit design and fabrication, architecture, construction, renovation, and learning spaces.

**Sponsored by Roto**

**Research and Evaluation**
Content areas cover research findings and their application to data collection methods.

**Equity and Inclusion**
Content areas cover both inward and outward focused efforts to advance equity and inclusion.

**Safety**
Content areas cover protecting visitors, staff, and facilities.

**Learning**
Content areas cover everything from pedagogy to programs.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

12:45 p.m.–2:00 p.m.

Three Fears in Social Media Marketing—and How to Conquer Them
What are you afraid of? Newfangled apps? Bad reviews? Going “Live” with a hundred children running around? In this blog-eat-blog world of hashtags, follows, and feeds, telling your brand story can be a difficult (and scary) task. Learn from four children’s museum marketing professionals how to navigate the ever-changing waters of social media best practices with tips for time-saving content creation, strategies for tactfully responding to complaints, affordable options for imaginative and playful videography, and ways to “fear LESS” when risk-taking—from Facebook Live to taking a stand on social justice.

Kerrie Vilhauer, Children’s Museum of South Dakota
McCown Griffin, Children’s Museum of the Lowcountry
Jessica Hansen, The Iowa Children’s Museum
Melissa Sorvillo, Long Island Children’s Museum

Assessing Your Development Team to Elevate Your Museum
Build your museum’s best development team! This session will lead attendees on a self-assessment project that will help get the best return on investment for your fundraising efforts. Attendees will learn what it takes to achieve top-line results, and will be provided with tools to take home in order to manage and grow their efforts.

Jennifer Harris, PhD, Graham-Pelton Consulting

Failure with Purpose: Leveraging Prototyping and Testing for Successful Exhibits
We teach our kids to get back up when they fall down, to persevere, and to learn from their mistakes. However, most of us fear failure! A failed exhibit at a children’s museum could be disastrous, but if we want to produce truly ground-breaking experiences, we have to be ready to fail. Sit in on a meeting of “Failure Anonymous” and learn ways to “plan for failure” that invite opportunities for innovation and fearLESS pursuit of excellence. Henry Ford said that “Failure is the opportunity to begin again, this time more intelligently.” We’re prepared to show you how.

Cathlin Bradley, Kubik Maltbie, Inc. (moderator)
Sarah Myers, The Children’s Museum of Indianapolis
David Hanke, Kohl Children’s Museum of Greater Chicago
Trent Oliver, Blue Telescope
Scott Wolfram, Working Studio, LLC

Power of Place: Developing Exhibits that Reflect Unique Communities
How can museums reflect the diverse communities in which they are located? How might exhibits build on what is familiar yet challenge visitors to see their communities from multiple perspectives? How can experiences in museums encourage pride, new understanding, and community engagement? The session will begin as a forum for attendees to discuss their personal successes and challenges and generate questions to explore throughout the session as four museums share their experiences engaging local families and creating exhibits that reflect their home communities. Groups will workshop ideas for developing exhibits that are meaningful to families and resonate beyond their visit.

Lindsay Newton, Missouri Historical Society
Hana Elwell, Brooklyn Children’s Museum
Melissa Rushin Irr, Children’s Museum of Yuma County
Dana Schloss, New York Hall of Science
Opportunities for Inclusion
Many members of our communities face a wide variety of physical and perceived barriers when visiting public spaces. Because children’s museums are places for all to learn through play together, it is critical to work to break down physical, developmental, language, and financial barriers to access. Learn from museum planning, education, program, and exhibit specialists about ways to increase access to your museum. Presenters will discuss how to develop an access and inclusion action plan needed for an organization-wide culture of inclusion and practical examples of inclusive program and exhibit design.
Amelia Blake, Explore & More Children’s Museum
Louise Mackie, Gyroscope, Inc.
Sarah McManus, Children’s Museum of Denver at Marsico Campus
Vi Tran, WOW! Children’s Museum

Vroom Decals: Turning Your Museum into a Brain-Building Building
During the first five years of life, anything and everything is a brain-building moment for a child. Vroom and ACM have partnered to transform under-utilized space, like foyers, hallways, restrooms, and cubbies, into learning environments. With fun tips and activities for caregivers and kids, brain-building has never been so easy! Learn how museums have used these fun decals to promote brain-building among their visitors, spur new partnerships, and bolster community early childhood development initiatives. And learn how your museum can get these decals for free!
Brendan Cartwright, Association of Children’s Museums
Jeannette Thomas, Association of Children’s Museums
Allison Yanasak, Betty Brinn Children’s Museum
Sarah Brenkert, Children’s Museum of Denver at Marsico Campus

Creating Fun and Guiding Learning: Techniques for Excellent Facilitation
This hands-on session will focus on practices that museum staff and volunteers can use to create safe, fun, and positive programming for all guests. Presenters will share training techniques that build facilitation skills for hands-on science, making, and STEAM activities. Attendees will break into small groups to practice skills and share their own experiences. The session will provide an introduction to key practices for those early in their career and useful tools and refreshers for those with more experience. Attendees will receive ready-to-use resources (printed and online) that can be used for staff and volunteer training.
Rae Ostman, PhD, Arizona State University
Brad Herring, Museum of Life + Science
Ali Jackson, Sciencenter
Chip Lindsey, Children’s Museum of Pittsburgh

Fear Less! Bringing Chemists and Chemistry Experiments into Your Museum
Bringing chemistry into your museum is a great way to get families with young children involved with hands-on science—it can be inspiring, fun, and messy, allowing children and caregivers to actively participate in the scientific process. But chemistry can also bring up lots of issues about safety, anxieties, negative feelings about chemicals, concerns about materials preparation, storage and disposal, special equipment, and the need for training and expertise. Presenters share their experiences about their implementation of safe, fun, and successful chemistry hands-on programs designed for families with young children!
Catherine McCarthy, PhD, Science Museum of Minnesota
Barb McMillin, The Children’s Museum in Oak Lawn
Gini Philipp, WOW! Children’s Museum
Frank Kusiak, The Lawrence Hall of Science
Slaying It in the Workplace: Effectively Leading Your Millennial Team

Warning: millennial slang below. Millennials, individuals born between 1980 and 2002, comprise the majority of the U.S. workforce. There are a lot of negative perceptions about millennials in today’s workplace, however, this is not a throwing shade (putting someone down in a sneaky way) session. This session provides an opportunity to understand the positive potential in your millennial workforce and identify actionable strategies for becoming a more on fleek (great) leader. Through appreciative inquiry, attendees will leave with new knowledge and actions they can apply to their squads (teams).

Adrienne Barnett, Thinkery
Nicole Marie Ortiz, Children’s Museum of Denver at Marsico Campus
Ann Hernandez, Association of Science-Technology Centers

Thinking Like an Evaluator: Capacity-Building at Two Children’s Museums

How do you build evaluation capacity at your institution? This session will share the successes, challenges, and results of two children’s museums in Tennessee that each used a different approach to cultivate an institutional culture of evaluation through partnerships with an external evaluation consultant. Presenters will share the processes and tools used, including workshops, coaching, and staff-led studies of museum exhibits and programs. The session will also include a discussion with attendees to explore how other institutions might apply similar strategies.

Jessica Sickler, J. Sickler Consulting
Jennifer Neal, Discovery Center
Aubrey Henriksen, Creative Discovery Museum

Fear No Plan: Choosing and Using the Right Planning Tools

Whether you are starting, moving, expanding, or building a new museum, you need PLANS to make your case. You and your supporters have questions: How much space do we need? How much will it cost? How will we operate it? How much can we raise? What will it look like? Planning can answer these questions, and more! Discover which plans you need, what they’ll do for you, and in what order. Learn how to keep plans alive, not collecting dust. We’ll discuss: market feasibility, fundraising feasibility, business strategy, concept, visioning, and master plans, among others.

Alissa Rupp, FAIA, LEED AP BD+C, MIG | Portico (moderator)
Elena Kazlas, ConsultEcon
Cassie Carter, PhD, Campbell & Company
Kristie Akl, kidSTREAM Children’s Museum
Peter Olson, Independent Professional

A FearLESS Recipe to Create Financial Sustainability

Learn about fearless recipes that have yielded financial sustainability for three different children’s museums. We will go beyond typical earned and contributed revenue strategies to think about money differently. By the end of the session, attendees will be able to speak fluently to stakeholders about financial sustainability strategies. Through discussion and a hands-on activity, organizations will be able to determine a reasonable time horizon towards building financial strength. Attendees will also learn about finding exotic ingredients for capital campaign construction projects. Bring a copy of your organization’s current financial statements to this session.

Christine Koebley, Children’s Museum of Pittsburgh
Jane Werner, Children’s Museum of Pittsburgh
Craig Warren, Minnesota Children’s Museum
Michael McHorney, Children’s Museum of Eau Claire
Meal of Fortune: Do Your Food Offerings Make Cents?
Offering food is a fantastic amenity and profit center, but a poor operation can be an energy suck or worse, a customer service rotten egg. Presenters share some food for thought! Fill your plate with answers to questions like: What setup is most profitable for your museum: full-service, fast casual, grab-n-go, vending? What are the pros and cons of self-operation? Should you outsource? Does offering healthy food or eco-friendly packaging affect your bottom line? Is junk food profitable? Chew on numbers like per capita spends, revenue-sharing models, consultant costs, and initial investments. Take home “PEA & L” statements for leftovers.

Kelly Parthen, Bean Sprouts
Kerri Fox, The New Children’s Museum
Sally Edwards, Marbles Kids Museum
Larry Bain, Children’s Discovery Museum of San Jose

Towers, Tents, and Tricycles: Embracing Adventure Playground Risks
Presenters will introduce the ideas of adventure play and temporary adventure playground-scapes in museum settings. Among the topics to be discussed: risk management, abatement of hazards, and effective documentation strategies. Presenters will also discuss barriers to play and ways to overcome adult fear and challenges in order to better empower the next generation of makers, inventors, and community members. Attendees will be invited to collaborate, explore tool usage, and play in a temporary adventure setting with provided materials.

Jess Graff, Independent Professional
Mindy Porter, Scott Family Amazeum

Beyond the Walls: Strengthening Family Relationships with Museum-Prison Partnerships
Museums play a unique and essential role as champions of play and advocates for healthy parent-child relationships. Partnerships between museums and correctional institutions are natural extensions of our work to support family relationships, build social and emotional skills, and foster connection. Museum educators will share challenges, successes, and impacts of pilot programs with local correctional institutions that serve some of our most vulnerable families within the walls of correctional facilities, museums, and community spaces. This session will highlight the role museums can play in lowering recidivism for incarcerated parents, lessening trauma for their children, building empathy, and sparking conversations about social justice.

Heidi Brinig, Providence Children’s Museum (moderator)
Saleem Hue Penny, Chicago Children’s Museum
Lauren Zalut, Eastern State Penitentiary Historic Site
Adrienne Testa, University of the Arts
Leslie Bushara, Children’s Museum of Manhattan

Applying Brain Science to Museum Exhibits for Young Children
Infants’ and toddlers’ everyday experiences with parents, caregivers, and the world around them profoundly shape their learning and development, starting from day one. We invite educators, exhibit developers, CEOs, and operations staff to explore the science of early learning and discover how four concepts of brain development can be applied to designing museum experiences and exhibits for very young children. Attendees will have an opportunity to discuss exhibit design, providing parent guidance, offering outreach experiences, time and resource investment, and other issues as we explore successful strategies for engaging families in museum experiences, beginning in infancy.

Charlie Trautmann, PhD, Cornell University
Jenni Martin, Children’s Discovery Museum of San Jose
Emily Adams, ZERO TO THREE
**Science Connections to Science Capital: Enhancing Children and Family Learning**

Building “science capital” among children and families may help to address inequities in participation in science fields and promote social justice within science education. Informal institutions, like museums, are well-positioned to work with children and families from a range of backgrounds to ensure opportunities for learning science and enhancing science capital. Structuring science and STEM learning experiences so both children and their parents can feel empowered to engage in science/STEM, read about science/STEM, and see science/STEM in their everyday lives is critical for increasing the families’ science capital.

**Christian Greer**, Saint Louis Science Center (moderator)  
**Sarah Moshenberg**, American Museum of Natural History  
**Janella Watson**, Providence Children’s Museum  
**Tara Henderson**, Explora  
**Alexandra Pafilis Silverstein**, Chicago Children’s Museum

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**Puerto Rico: Children at the Center of Natural Disaster**

Before and after Hurricane Maria, families and children of Puerto Rico faced unique challenges, as did its museums. In this session, hear from the city of Carolina mayor and museum professionals working on the island and stateside as they discuss the challenges, present situation, effects of migration, politics, and cultural sector of the island.

**Antonio Méndez**, Boston Children’s Museum (moderator)  
**José Carlos Aponte Dalmau**, Carolina City Government  
**Juan Lugo**, Children’s Museum of Carolina  
**Pedro Reina-Pérez**, PhD, Harvard University  
**Marianne Ramírez Aponte**, The Museum of Contemporary Art of Puerto Rico

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**Creating a FearLESS Culture**

Much of a museum’s success depends upon workplace culture. Too often workplaces face challenges rooted in management styles that are top-down, silo-based, fear-oriented, scarcity-based, and void of creativity. In this session, presenters will share practical ways to improve the culture of any organization to make the workplace more collaborative, inclusive, team-centered, less hierarchical, and more supportive of the lifelong learning of its staff. Attendees will discuss ways to improve the culture within their own organizations and come away with specific ways they can increase collaboration within their own museums.

**Stephen Ashton**, PhD, Thanksgiving Point Institute  
**Patricia Young Brown**, Thinkery  
**Ashlee Bailey**, Scott Family Amazeum  
**Kate Treiber**, Children’s Museum of South Dakota

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**Set Museums to Stun: Activating Museums with the Performing Arts**

Children, families, schools. These are the challenges of children’s museums. To seek out new ways to engage visitors and new authentic playful learning. To boldly go where no museum has gone before! We celebrate culture, science, and visual arts, but are we including the performing arts on a regular basis? Music, theater, dance, puppetry, circus, and cultural programming can be enhancing in normal museum settings, offering a beginning, middle, and end. Hear from museums that are fearlessly using the performing arts to enhance galleries and visitor experiences. Beam up to explore how you may include the performing arts at your museum.

**James Packard**, Long Island Children’s Museum  
**Danielle Defassio**, Please Touch Museum  
**Reba Smart**, Maine Children’s Museum and Theatre  
**Becca Drew Ramsey**, Peppercorn Theatre at Kaleideum
INVESTIGATION SESSIONS

3:45 p.m.–5:00 p.m.

1. Designing for Immersive Experiences
What comes to mind when you think of the word immersive? Are you leaping off the end of a sunny dock into deep, cool waters? Perhaps you associate immersion with images of visor-clad millennials, silently swimming through a virtual reality environment. In each of these scenarios, immersion can be thought of as a transportive experience, one that involves becoming surrounded by a world different, even unusual, from the one you were just in. A feature common to becoming immersed is the deep mental involvement with a subject that can result from a dramatic change in one’s environment. For those of us in the business of offering impactful guest experiences, we seek to better understand design processes that can inspire curiosity, creativity, and beckon repeat visitation. This session will investigate the nature of immersion, as it relates specifically to designing compelling museum environments.

Vince Kadlubek, Meow Wolf
Kyle Talbott, School of Architecture and Urban Planning, University of Wisconsin-Milwaukee
Jonathan Goldstein, Children’s Museum of Denver at Marsico Campus

2. From Intentions to Outcomes: Science for Design and Measuring Impact
How is behavioral science impacting the future of spaces designed for children and families? This investigation session will delve into new methods for improving the outcomes of child-oriented environments. What is research telling us about how spaces can support play, learning, social interactions, and group cohesion? How will novel tools for measuring the cognitive benefits of well-designed environments radically change the dialogue with visitors, surrounding communities, investors, and funders?

Itai Palti, Hume

PEER-TO-PEER ROUNDTABLE DISCUSSIONS

3:45 p.m.–5:00 p.m.
Connect with colleagues in an informal setting to explore ideas, issues, challenges, and possibilities—both practical and philosophical. Table moderators will introduce a topic and facilitate a conversation. Stay at one roundtable discussion or move between roundtables to touch on multiple topics.

Interested in moderating a roundtable discussion? Send an email of interest and topic title to Victoria.Garvin@ChildrensMuseums.org by January 31, 2019.

Preview of Topics

Finding the Bravery to Stop Overdoing It
Moderator: Kara Mackey, Bellaboo’s and Audrey Dean, Kids ‘N’ Stuff

Extending Your Mission through Social Media
Moderator: Melissa Sorvillo, Long Island Children’s Museum

Starting from the Beginning: An Organic Approach to Children’s Museum Growth
Moderator: Martina Baur, The Kaleidoscope Discovery Center

Hiring, Training, Performance Management: How We Do It All
Moderator: Betsy Ferman, Children’s Museum of Phoenix

Risks and Challenges of Educational Outreach
Moderator: Christine Barry, DuPage Children’s Museum

Program Problem-Solving
Moderator: Melanie Martin, Children’s Museum of Phoenix

Museum After Hours: Where Parents Play
Moderator: AJ Curde, KidsQuest Children’s Museum
ACM MarketPlace and Reception

Reception sponsored by 1220 Exhibits, Inc., Blackbaud, and Haizlip Studio.
5:00 p.m.–7:00 p.m.

Explore the ACM MarketPlace as you mix and mingle with your colleagues at the ACM MarketPlace Reception. During the reception, you can roam the aisles to find exhibitors that have sponsored free drink tickets and meet the amazing group of exhibitors who are excited to connect with you. The ACM MarketPlace offers a world of inspiring ideas, creative products, and ready-to-rent exhibits, so stopping by is a must! Take an early look at who you can meet in the ACM MarketPlace:

1220 Exhibits, Inc.
Betty Brinn Children’s Museum
Blackbaud
Blick Art Materials
Bonsai Design, LLC
Boss Display Corporation
Chicago Scenic Studio, Inc.
Children’s Discovery Museum of San Jose
Children’s Museum of Pittsburgh
Dave Phillips Mazes & Games
Digitalis Education Solutions, Inc.
Evergreen Exhibitions
Freenotes Harmony Park
Gyroscope, Inc.
Haizlip Studio
Imagination Playground, LLC
JRA
KaBOOM!
KAPLA
KidZibits, LLC
Kodo Kids, LLC
Kubik Maltbie, Inc.
Kurt Hütttinger GmbH & Co. KG
Lee H. Skolnick Architecture + Design Partnership
LiteZilla
Little Ray’s Nature Centres
Mad Systems, Inc.
MIG | Portico
Minnesota Children’s Museum
Moey, Inc.
NISE Network
Omaha Children’s Museum
Ontario Science Centre

Play-Well TEKnologies
QuietPixel
Redbox Workshop
Roto
Science Museum of Minnesota
Sciencenter
Snug Play USA
StickTogether Products, LLC
The Children’s Museum of Indianapolis
The Discovery Network at the Museum of Discovery
The Exhibits Team: A Design Service of the Children’s Museum of Denver at Marsico Campus
The Magic House, St. Louis Children’s Museum
Universal Service Associates, Inc.
Veevart

MUSEUM CEO AND TRUSTEES RECEPTION

Elitch Gardens Theme & Water Park
6:30 p.m.–8:00 p.m., rain or shine.

Pre-registration is required; tickets are $40. Transportation will be provided. Wear athletic shoes and comfortable attire.

Embracing this year’s conference theme of FearLESS, museum CEOs and trustees are invited to spend an evening at Elitch Gardens, Denver’s eclectic amusement park. As VIP guests, attendees will experience a special sneak peek of Kaleidoscope, the product of a collaboration between Elitch Gardens and Santa Fe’s Meow Wolf, a never-before-seen attraction that takes guests on a densely immersive and fully interactive experience. Mingle with colleagues, enjoy heavy hors d’oeuvres and drinks, then cap off the evening with a thrilling ride on one of Elitch Gardens’ signature roller coasters.
EXHIBIT AT INTERACTIVITY

Exhibit at the ACM MarketPlace to connect with high-level decision-makers and influencers from children’s museums around the world.

Exhibit Hall Benefits
- Face-to-face networking with new and existing clients
- Hands-on interactions with your products
- Two complimentary ACM MarketPlace registrations per booth or tabletop
- Discounted registration rates for the full conference
- Option for exhibitors to attend one concurrent session on Friday, May 10
- Food served in the ACM MarketPlace to drive traffic
- First look at the ACM MarketPlace floor plan for InterActivity 2020, with option to reserve your booth

Exhibitor Options

<table>
<thead>
<tr>
<th><strong>Booth</strong></th>
<th>Non-Member $1,695</th>
<th>Affiliate Nonprofit $1,395</th>
<th>ACM Member $1,295</th>
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<tr>
<td><strong>Prime Location Booth</strong></td>
<td>Non-Member $2,095</td>
<td>Affiliate Nonprofit $1,695</td>
<td>ACM Member $1,595</td>
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<tr>
<td><strong>Two Booths</strong></td>
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<td>Affiliate Nonprofit $2,495</td>
<td>ACM Member $2,195</td>
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<tr>
<td><strong>Booth + Ad</strong></td>
<td>ACM Member $2,295</td>
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</tr>
<tr>
<td><strong>Tabletop</strong></td>
<td>Non-Member $1,195</td>
<td>Affiliate Nonprofit $995</td>
<td>ACM Member $795</td>
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</tbody>
</table>

To reserve a space in the ACM MarketPlace, download the Prospectus, or contact Dana Weinstein, Development Manager, at Dana.Weinstein@ChildrensMuseums.org.
Friday, May 10
All programming will be held at the Hyatt Regency Denver at Colorado Convention Center, unless otherwise noted.

**ACM MarketPlace**
8:00 a.m.–4:00 p.m.
The ACM MarketPlace continues for the day! Pick up on a conversation you didn’t finish at the reception, visit new vendors, and say hi to old friends.

**Brain Dates**
Brain Dates are returning for its second year as a consultation opportunity at InterActivity. Meet your match and learn from ACM MarketPlace exhibitors and collaborate on a wide range of topics. You can find like-minded people interested in sharing knowledge one-to-one and get to meaningful conversations right away.

**How It Works**
1. InterActivity attendees explore consultation topics suggested by ACM MarketPlace exhibitors. (Stay tuned for topics!)
2. Once you choose a topic, you will be matched with an exhibitor with expertise in that area.
3. Brain dates are ten minutes long and will take place in the ACM MarketPlace on May 10.

Brain Dates take the guesswork out of finding the right people who can help you learn more about topics of interest to you.

Sign up information will be available in the spring.

**ACM MarketPlace Breakfast**
8:00 a.m.–8:45 a.m.
For a great start to the day, enjoy complimentary breakfast in the ACM MarketPlace. Then explore the exhibit hall throughout the day. With dozens of exhibitors, you’ll want to come back often.

**Plenary Session and Keynote Address**
9:00 a.m.–10:15 a.m.
Every year, InterActivity features a keynote speaker who applies their expert knowledge in a related field to the challenges and opportunities children’s museums face. Past speakers have explored open source strategies, nonprofit best practices, and improving health outcomes. This year, our keynote speaker will have a unique take on how children’s museums can take InterActivity 2019’s FearLESS theme beyond the conference. Stand by for the announcement—the speaker will be shared online in January 2019.
STUDY TOUR

D. Anchor Center for Blind Children
10:30 a.m.–12:45 p.m.

Pre-registration is required; tickets are $35. Transportation is included.
Anchor Center for Blind Children’s Julie McAndrews Mork Building is an architectural wonder. The building itself is designed to engage all human senses and to foster children’s independence and enhance their understanding of the world. The 15,600-square-foot building and surrounding two-acre campus incorporate learning experiences at every turn, through light, sound, touch, smell—and even taste. The built environment of this early education center incorporates sensory cues to help visually impaired children fearlessly (and safely) explore the world around them and serves as a national model for the way in which blind children learn.

The study tour will explore the engineering innovations and nuances of designing for children with visual impairment and other intellectual and physical disabilities. Attendees will have the opportunity to experience what it may be like to have a vision impairment using Visual Impairment Goggle Simulators, blindfolds, and adult canes as the acoustic features, tactile surfaces, and various light/color cues integrated throughout the built environment are explored.

This experience will inspire and challenge with enhanced understanding of how sensory-rich design and functional utility can be woven into our physical spaces. Tour leaders will help attendees envision how design inspiration from the Anchor Center can be adapted and implemented in children’s museum exhibits and amenity spaces, to the benefit of all children.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:45 a.m.–12:00 p.m.

Conquering Capital Campaigns
Make meaningful connections with capital campaign development professionals in this informative, information-packed session. Field experts will provide insight, as well as encourage attendees to share their own experiences about the many aspects of capital campaign fundraising. Attendees will participate in four fast-paced group “speed dates” sure to provide real-world, implementable ideas. Topics will include campaign readiness and collateral, budget and gift tables, donor solicitation and stewardship, gift policies and more. If you are contemplating a capital campaign or find yourself knee-deep in one, this is the session for you!

Amy Burt, Children’s Museum of Denver at Marsico Campus (moderator)
Gina Evans, Children’s Museum of Pittsburgh
Mike Washburn, Thanksgiving Point Institute
Kristin Leigh, Explora
Laura Nichols-Endres, CFRE, Minnesota Children’s Museum

Effective Membership Practices
Looking to optimize your museum’s membership program? Join us as we identify effective practices and industry standards for membership programs in children’s museums. You will begin this session with a review of current children’s museum membership statistics, followed by a conversation with membership museum professionals discussing important membership planning tips and questions (including those submitted by the audience). After the panel discussion, audience participation is encouraged at breakout roundtable conversations, led by membership professionals, covering various membership-related topics.

Anne McNulty, The New Children’s Museum
Jes Whittet, Kidspace Children’s Museum
Shelly Hanover, Children’s Discovery Museum
Joan Mullins, Children’s Museum of Denver at Marsico Campus
Managing a Software Purchase and Implementation Project

Taking the lead on a project that involves purchasing new software for your organization can feel overwhelming. Presenters will provide information and share firsthand experience about where to start, organizing and involving staff, managing the RFP process, and overseeing implementation like a pro. Attendees will fill their project management toolbox in this session with templates, outlines, and vocabulary terms essential to a variety of software categories. In addition, we will discuss the importance of post-implementation life including sustainable plans for training and maintenance. This session will include breakout Q & A discussions in small groups with attendees and presenters.

Kimberly Zies, Children’s Museum of Denver at Marsico Campus
Brenda Kaser-Burger, Turning the Corner, LLC
Gillian Armstrong, Children’s Museum of Denver at Marsico Campus

Making Music in the Museum: Creative Hands-On Music Exhibits

Music touches everyone and creates important shared experiences in our lives, however, creating successful hands-on exhibits with musical instruments can be challenging. This multi-media session will explore a variety of approaches to creating music exhibits using traditional instruments, upcycled materials, and new music technologies. The session will also investigate different approaches to fostering group play between visitors of different levels of musicianship. The session will include a hands-on portion where attendees get a chance to make and play with various instruments and jam together.

Ted Nordlander, Argyle Design
Sherlock Terry, Montshire Museum of Science
Tomas Durkin, Children’s Creativity Museum

Risky Exhibits: Extraordinary Leaps and Calculated Risk-Taking

Children’s museums typically err on the side of safety. This mindset may have carried over into our thinking as well. Do we restrain ourselves because a potential concept might be messy, controversial, or unsafe? Are we afraid of the new, unheard, and untried? How can we adapt risky behavior into our thinking and our exhibits, and why is risk-taking important for children?

Vi Tran, WOW! Children’s Museum
Vince Kadlubek, Meow Wolf
Rick Erwin, City Museum
Rusty Keeler, Just Play Project

Making the Case for Inclusion: Building Capacity for Cultural Competence

Is diversity and inclusion work about doing the right thing or making the business case? Both! In this interactive session, CEOs and mid-level staff will dialogue about the hows and whys, benefits and challenges, of committing to being a more inclusive organization, internally and externally. Table facilitators will use a template to help attendees think through how best to frame new diversity and inclusion initiatives, posing questions to help guide the discussion. Attendees will try their hand at pitching a new idea for an inclusivity initiative to a table partner and then a CEO to gain traction and approval.

Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Jenni Martin, Children’s Discovery Museum of San Jose
Catherine Wilson Horne, Discovery Place
Jennifer Farrington, Chicago Children’s Museum
Chip Lindsey, Children’s Museum of Pittsburgh
Girls in STEM: Networks, Resources, and Tips for Children’s Museums

It may seem difficult to tackle equity issues through museum programming, but this session will highlight practical tips, free resources, and research that address the gender equity gap in STEM. Presenters will share resources you can use tomorrow, and discuss ways they have designed new programs or adapted existing activities to better serve girls (and in turn, all visitors). This session will also provide inspiration about how to leverage girls-in-STEM programming to engage audience, staff, board, donors, and new community partners.

Carol Tang, PhD, Children’s Creativity Museum
Jennifer Stancil, Independent Professional
Eric Hogeboom, National Girls Collaborative Project
Lisa Regalla, PhD, Center for Childhood Creativity at the Bay Area Discovery Museum

Have No Fear, Federal Funding for Smaller Museums is Here!

Following a brief introduction to its grant programs and initiatives, the Institute of Museum and Library Services (IMLS) will hold a dialogue with attendees, and three representatives from medium-sized children’s museums, about what it takes to both construct a successful IMLS application and manage the award in the years to follow. Presenters will provide guidance on how their institutions navigated the application process; discuss how their award helped build institutional capacity; and share how their IMLS grant helped raise their profile.

Reagan Moore, Institute of Museum and Library Services
Lara Litchfield-Kimber, Mid-Hudson Children’s Museum
Jennifer Neal, Discovery Center
Darcy Morel, WOW! Children’s Museum

Parent Engagement in Play and Making

“Parent engagement” can mean many different things—supporting children’s play and learning, observing and reflecting, or collaborating—and parents are often a forgotten audience as learners in their own right. This session will highlight the range of ways that parents can be involved in play and making during family visits to museums, as well as strategies for designing spaces and programs to support both parents and children together.

Susan Letourneau, PhD, New York Hall of Science
Natalie Bortoli, Chicago Children’s Museum
Annie McNamara, University of Pittsburgh
Robin Meisner, PhD, Boston Children’s Museum

Engagement vs. Professional Development: Growing and Retaining Front-Line Staff

Front-line staff are at the heart of children’s museums, and though they often receive job-related training, they are not often included in the types of opportunities our museums offer full-time or administrative staff: things like one-to-one meetings with supervisors and inclusion in all-staff activities. In this session, three museums will discuss how moving from a focus on part-time staff training to a focus on full staff engagement has increased their capacity to better serve children and families.

Rebecca Herz, Peoria PlayHouse Children’s Museum
Joanna Haas, Kentucky Science Center
Megan Dickerson, The New Children’s Museum
Hannah Mykel, The New Children’s Museum
**Visitor Safety for Programs, Events, and Demonstrations**

Let’s talk about safety protocols that museum professionals can use in the preparation and implementation of programs for the public. We will be looking at safety topics for working with hands-on activities, running chemistry demonstrations, and preparing for large-scale events. Some specific areas covered will be crowd control and managing school groups. After short presentations, the session will conclude with attendees role-playing responses to public program safety situations dreamed up by the presenters.

**Darrell Porcello, PhD, Children’s Creativity Museum** (moderator)

**Cheryl McCallum, EdD, Children’s Museum of Houston**

**David Sittenfeld, Museum of Science, Boston**

**Phil Rechek, Children’s Museum of Eau Claire**

**Jon Handwork, Children’s Museum of Denver at Marsico Campus**

**ACM MarketPlace Lunch**

12:00 p.m.–2:00 p.m.

Enjoy a complimentary lunch in the ACM MarketPlace, and then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.!

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**International Children’s Museums Forum**

12:00 p.m.–3:15 p.m.

Pre-registration is required for this free event. There is limited seating on a first-come first-served basis. Lunch will be provided. To register, email Registration@ChildrensMuseums.org.

Over the past eight years ACM has invited the children’s museum community to participate in the International Children’s Museums Forum (previously In Dialogue with Children’s Museums) in order to discuss topics and issues that impact the field worldwide. The conversations have led to deep reflections on what a twenty-first century children’s museum looks like in countries across the globe. ACM invites you to continue the conversation around issues pertaining to the global children’s museum community.

**Agenda**

**Working Lunch and Introductions**

Jennifer Rehkamp, Association of Children’s Museums

**Showcasing the Work of Children’s Museums**

To start off this year’s Forum, we are asking attendees to provide a brief overview of their museum and highlights of their current work. If you are interested in presenting the work of your museum during the Forum, please contact Jennifer Rehkamp, Jennifer.Rehkamp@ChildrensMuseums.org, by February 20, 2019.

**Continuing the Conversation**

In this session, we will have a facilitated discussion on one to two topics that are relevant to the global children’s museum community. The topics will be identified from discussions during last year’s forum, about ACM’s proposed four critical elements of a children’s museum, and from continued virtual conversations among the global children’s museum community. Want to join the virtual conversation before the conference? Contact Jennifer Rehkamp, Jennifer.Rehkamp@ChildrensMuseums.org.

**Wrap up and Adjourn**
BROWNBAG LUNCH SESSION

Children’s Museums and Collective Impact: A Dialogue about Progress and Pitfalls
12:30 p.m.–1:30 p.m.

Grab your lunch in the ACM Marketplace and head over to this networking brownbag session. The theme of InterActivity 2016 highlighted the work of children’s museums within local collective impact initiatives. In 2017 and 2018 special funding cycles, the Institute of Museum and Library Services (IMLS) funded museum and/or library projects that are showcasing leadership in local collective impact work. Building on these efforts, ACM along with member museums plan to further the dialogue in this open session and throughout the next year, culminating in a pre-conference workshop planned for InterActivity 2020.

STUDY TOUR

E. Paco Sanchez Park
1:00 p.m.–3:15 p.m., rain or shine.

Pre-registration is required; tickets are $35. Transportation is included.

Wear athletic shoes and comfortable attire.

Explore how community members, designers, city agencies, and nonprofit partners can work together to create an EPIC play experience for all members of the community. This tour will investigate Paco Sanchez Park, a 30-acre park in west Denver that is transforming how children and families connect with the outdoors and play in their neighborhood.

Study tour participants will get up close with the bold design of the park’s awe-inspiring play structures and hear from the design team (including playground professionals, parks staff, and an accessibility consultant) about how collaboration and community listening led to the creation of a play environment that brings adventure to a whole new level for a city park. Candid dialogue with designers and community stakeholders will offer insight into how this innovative park came to be and arm participants with strategies and inspiration for pushing their own community partnerships toward greater inclusion, community engagement, and FearLessness.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:00 p.m.–3:15 p.m.

Fearless Board Development

Many leaders bemoan the difficulty of building a diverse board and admit defeat before they start. How can senior staff guide board recruitment to increase diversity and ensure retention? How can you sustain board engagement and support throughout a member’s board term, and after the term ends? How can you ensure that your board reflects what your museum needs, particularly during times of institutional change? Explore the return on investment for strategic board recruitment, and join a discussion that focuses on how a diverse board not only reflects changes in your community, but also offers institutional resilience during changing times.

Ruth Shelly, Portland Children’s Museum (moderator)
Julia Bland, Louisiana Children’s Museum
Deborah Gilpin, Madison Children’s Museum
Michael Luria, Children’s Museum Tucson/Oro Valley
Vatsala Pathy, Children’s Museum of Denver at Marsico Campus

Donor Engagement Strategies: Beyond Donor Lists and Plaques

Whether you have a development staff of one or twenty, every development department needs to dedicate time to donor relations, the effort to ensure donors experience high-quality interactions with your organization that foster long-term engagement and investment. This effort is more than just donor lists and plaques. Learn from three different size museums about their donor relations programs, how those efforts impact their overall giving and how you can apply these ideas at your own museum.

Vicki Peckron, The Magic House, St. Louis Children’s Museum
Michael McHorney, Children’s Museum of Eau Claire
Denise Bradburn, Discovery Depot Children’s Museum
Brand Aligned: Navigating Marketing Partnerships
You may be asking yourself, what is a marketing partnership? Not to be confused with donor/sponsor relationships, these types of partnerships are focused on expanding your marketing reach, adding value to the guest experience and reinforcing your mission. Best of all? Often, they’re FREE! Whether you’re from a large museum or small, rural or in the city, you’ll leave this session with ideas and strategies to engage community partners in exciting ways, and reach new audiences while you’re at it!

Kimber Kuhl, Children’s Museum of Denver at Marsico Campus
Kerrie Vilhauer, Children’s Museum of South Dakota
Melissa Rushin Ir!, Children’s Museum of Yuma County

Developing a Game Plan from Capital Campaign to Opening Day
Developing a clear plan for executing a major project that includes a capital campaign, exhibition design, architectural design, and building construction or renovation is a daunting task. We will discuss the puzzle pieces, how they fit together and inform each other. What sequence and collaborations yield the most efficient and effective process and project? Presenters will use a typical project timeline as a visual guide to discuss their responsibilities, deliverables, needs, and challenges for each stage of a project and then take attendee questions.

Greg Belew, Hands On! Studio
Joseph Cox, Museum of Discovery and Science
Tifferney White, Discovery Place
Marc L’Italien, HGA Architects and Engineers

Pride FULL and Fear Less
Presenters from four children’s museums will discuss creating an accessible and welcoming environment for all through their LGBTQ Pride Month Events. In today’s political climate, and always, it is critical for children to see themselves and their families in the world around them. Children’s museums are certainly no exception and must ensure that all children feel comfortable and visible when they enter through its doors. This session will showcase varying levels of LGBTQ Pride Month celebrations, whether it is a first step, broadening the event, or mentoring other institutions as an old pro showcasing that museums must fear LESS!

Beth Ann Balalaos, Long Island Children’s Museum
Alexandra Pafilis Silverstein, Chicago Children’s Museum
Danielle Defassio, Please Touch Museum
Nathan Haddix, Louis J. Koch Family Children’s Museum of Evansville

Building a Museum Community Around Museums for All
People in communities come together at museums, and the Museums for All program has helped facilitate over one million visits to those who might not otherwise be able to afford to visit. We’re now seeing museums of different varieties within a community come together to cooperate, collaborate, and make the Museums for All experience in their area stronger and more widespread. Hear how these communities of museums have been created and how they have worked in areas like Akron, Grand Rapids, San Diego, and Missoula.

Brendan Cartwright, Association of Children’s Museums (moderator)
Paula Gangopadhyay, Institute of Museum and Library Services
Rachel McKay, Grand Rapids Children’s Museum
Sean Joyce, Stan Hywet Hall & Gardens
Wendy Taylor, San Diego Children’s Discovery Museum
Evidencing Learning: Identifying, Measuring, and Communicating Your Learning Values, Part 1
How do children’s museums conceptualize, identify, measure, and communicate their learning values? Learn about the ways in which four museums are working to evidence learning, and their processes to create valid, reliable, useful and usable tools to capture and communicate these values. Part One of this two-part workshop, will focus on identifying measurable learning values, practice and outcomes; both those that are locally relevant, as well as those shared across the field. For maximum learning, attend both parts of this session. Part 2 is scheduled from 3:45 p.m.–5:00 p.m.

Lisa Brahms, PhD, Children’s Museum of Pittsburgh (moderator)
Annie McNamara, University of Pittsburgh
Greg DeFrancis, Montshire Museum of Science
Keith Braafladt, Science Museum of Minnesota
Amy Eisenmann, Bay Area Discovery Museum

Summer Starts in September! Planning for a Quality Summer Program
Museums play an important role during the summer months, providing families access to exciting summer learning opportunities. Thoughtfully planned summer programs can offer young people an enriching summer experience, better preparing them to be successful in college, career, and life. This interactive session will introduce attendees to research-based practices in summer learning; help them explore areas of strength and challenge within their own programs; and support them in starting to develop quality improvement goals. Attendees will hear examples of quality summer programs and practical ways to implement assessment measures using an interactive program planning guide and assessment tool.

Leslie Gabay-Swanston, National Summer Learning Association

Fun Over Fear: A Prescription for Distraction
Few things are more frightening for a child than a trip to the hospital. Four museums across the country have partnered with local hospitals to ease the anxiety that comes with healthcare experiences by facilitating hands-on medical play. These collaborations bring medical professionals into the museum and hands-on activities to the hospital. Each partnership looks different, but all have a similar goal: leverage the resources and playful environments of a children’s museum to ease the fear of medical experiences. Explore the benefits and challenges of each of these partnerships, and play in our very own InterActivity Teddy Bear Clinic!

Andrea Reynolds, Ann Arbor Hands-On Museum (moderator)
Rachel Hamilton, Thinkery
Suzanne Ness, Creative Discovery Museum
Julie Piazza, Michigan Medicine
Maggie Lancaster, Grand Rapids Children’s Museum

Bringing Our Values to Work
What are our personal core values and how do those values compel us? What are the risks and rewards of “living our values?” What happens when personal values and museum values don’t align? In this participatory session/mini-workshop, attendees will assess their core values and explore ways to infuse them deeply and meaningfully into their museum work.

Kate Livingston, ExposeYourMuseum LLC
Dana Schloss, New York Hall of Science
Parker McMullen Bushman, Butterfly Pavilion
Saleem Hue Penny, Chicago Children’s Museum
Exploration vs. Explanation: How University-Museum Research on Families’ Play Informs Practice

Explore the findings of museums partnering with universities on a National Science Foundation-funded study on how families’ “explaining” and “exploring” together in exhibits contribute to children’s learning. We’ll discuss similarities and differences across each museum site, as well as how each is using the findings to inform practice with staff and visitors. We will provide opportunities for attendees to gain hands-on experience related to the studies and discover the differences between explaining and exploring prompts. Attendees will consider biases about explaining versus exploring, discuss how the findings lead to playful learning and explore ways to implement the findings into museum practice.

Janella Watson, Providence Children’s Museum
Adrienne Barnett, Thinkery
Laura Stricker, Brown University and Providence Children’s Museum
Maureen Callanan, PhD, University of California Santa Cruz

ACM MarketPlace Coffee Break
3:15 p.m.–3:45 p.m.

Need a mid-afternoon pick me up? Enjoy a complimentary coffee break in the exhibit hall. Plus, it’s another great opportunity to find the products and services your museum needs.

Right-Size for Your Community: It’s About Quality, Not Quantity

Have you ever visited a larger museum and experienced a twinge of museum-envy? There’s nothing to fear about being small and mighty! Presenters from small and mid-sized museums will share stories from their communities and lead a discussion of how to be better, not bigger, by responding to your specific community’s needs. Through consideration of tangible data and your own community knowledge, you will learn how to gauge your institution’s best size. Attendees will share effective practices and considerations for high-quality programs, facilities, and community partnerships through small group discussion, which will be shared with the entire group.

Brenda Riley, Fairbanks Children’s Museum
Deb Johnson, Children’s Museum of Southern Minnesota
Melanie Hatz Levinson, Kidzu Children’s Museum
Marketing Speed Dating
Looking for some lively discussion on marketing trends from children's museums with ideas to take back to your organization? Then make a date to join us for a thought-sharing forum where marketing and communication professionals (as well as executive directors and those charged with marketing) get together to chat with colleagues who will provide insight, as well as encourage participants to share their tips and tricks on developing a marketing plan, moving from traditional to digital advertising, increasing exposure through public relations, utilizing low cost marketing ideas and more. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, implementable ideas.

Kerri Fox, The New Children’s Museum (moderator)

Table 1: Marketing to Different Audiences
Katie MacDonald, WOW! Children's Museum

Table 2: Digital Advertising
J.J. Karcz, Bay Area Discovery Museum

Table 3: Public Relations
Carrie Hutchcraft, The Magic House, St. Louis Children’s Museum

Table 4: Low-Cost Marketing
Deborah Gilpin, Madison Children's Museums

Children’s Museums Benchmark Trends: Comparison Data to Help Drive Strategy
How do your museum’s donor and revenue trends compare with your peers? Are you deriving as much value from your members as you could be? What strategies could help you meet industry benchmarks or, even better, surpass them? Join us for an in-depth analysis using donor data from children’s museums across the country to highlight current trends in donor acquisition, retention, and revenue growth, as well as samples and strategies to help your museum reach its goals.

Deb Ashmore, Blackbaud

Fear Outdoor Play LESS! Managing Risk in Natural Environments
Kids need access to outdoor spaces where they can climb and build and explore in order to learn to navigate the natural world and to form healthy lifelong habits, but adults often wince and worry about whether they will get hurt. How do we create outdoor settings that provide opportunities for developmentally appropriate risk-taking while minimizing potential exposure for the museum? Through this session, we will help you to fear outdoor play LESS by providing strategies and tools for evaluating and managing risk in natural environments so that everyone can breathe easier and have more fun in the great outdoors!

Rebecca Colbert, RLA, MIG | Portico
Allen Cooper, MPP, JD, National Wildlife Federation
Patty Belmonte, Hands On Children’s Museum
Neil Gordon, Discovery Museum

Evidencing Learning: Identifying, Measuring, and Communicating Your Learning Values, Part 2
How do children’s museums conceptualize, identify, measure, and communicate their learning values? Learn about the ways in which four museums are working to evidence learning, and their processes to create valid, reliable, useful, and usable tools to capture and communicate these values. The second part of the session will focus on identifying observable indicators of learning. Attendees will consider various ways to meaningfully capture learning values to improve practice and communicate impact. For maximum learning, attend both parts of this session. Part 1 is scheduled from 2:00 p.m.–3:15 p.m.

Lisa Brahms, PhD, Children's Museum of Pittsburgh (moderator)
Peter Wardrip, PhD, University of Wisconsin-Madison
Alison Bank, Children’s Museum of Pittsburgh
Keith Braafladt, Science Museum of Minnesota
Greg DeFrancis, Montshire Museum of Science
The Empathy Show Live!
In a culture that is often frayed by division, empathy has emerged as one of the key challenges of our time. How do we design for empathy and kindness in exhibits and programs? This session follows up our session at InterActivity 2017 with new developments, and will include design tools for thinking boldly about empathy. It will introduce the “Cultivating Kindness” framework developed by Children’s Museum of Pittsburgh. And, in a nod to being fearLESS, will be a participatory talk show format broadcast live on YouTube.

Brad Larson, Brad Larson Media
Brianna Cutts, The Sibbett Group
Anne Fullenkamp, Children’s Museum of Pittsburgh
Brenda Baker, Madison Children’s Museum

How to Thrive in Your Job
You are a hardworking, skilled, creative, and invaluable member of your museum’s team. You’ve got a new project that you are excited about but you can’t seem to get to it. Are you buried by emails and too many meetings? Does your task list just continue to grow? Join this lively fishbowl conversation to identify challenges and swap proven ways to better manage your day-to-day duties so that you can successfully accomplish your goals. Identify unproductive habits, learn new techniques, and break out of sluggish work routines. Get re-energized and re-inspired to continue the work that you love.

Tomoko Kuta, The New Children’s Museum
Kelley Fitzsimmons, Children’s Museum of Phoenix
Shelly Hanover, Children’s Discovery Museum
Scot Sedley, Stepping Stones Museum for Children

Leading with Intention: Facilitating Engaging and Productive Meetings
In this session attendees will explore adult learning theory, engage in facilitated protocols to examine their own practices, and set goals around becoming a more effective meeting facilitator. Attendees will leave with tools and knowledge to apply to one-on-one, small group, and whole staff meetings.

Nicole Marie Ortiz, Children’s Museum of Denver at Marsico Campus
Mira Killmeyer, Denver Public Schools
Lisa Matter, Office of Early Childhood, Colorado Department of Human Services

Findings and Implications on the Children’s Museum Research Network
With the support of an IMLS grant, the Association of Children’s Museums and the University of Washington teamed up to develop the Children’s Museum Research Network (CMRN) in 2014. Representatives from the CMRN will present an overview of four studies that examined 1) how children’s museums define learning; 2) children’s museums perceptions of play; 3) caregivers’ perceptions of learning during children’s museum visits; and 4) children’s development of social and emotional skills during play at a children’s museum. Additionally, attendees will discuss implications of the work on individual children’s museums and the wider field.

Nicole Rivera, EdD, North Central College (moderator)
Jessica Luke, PhD, University of Washington
Stephen Ashton, PhD, Thanksgiving Point
Robin Meisner, PhD, Boston Children’s Museum
Kari Nelson, Thanksgiving Point
Claire Thoma Emmons, The Children’s Museum of Indianapolis
Alix Tonsgard, DuPage Children’s Museum
Let’s Party! An Evening at the Children’s Museum of Denver at Marsico Campus
6:30 p.m.–9:30 p.m.
Pre-registration is required: tickets are $50. Transportation is included. For Adventure Forest, wear athletic shoes. Come on the first bus. Adventure Forest closes at dusk (approximately 7:45 p.m.).
Tonight is your opportunity for adventure, exploration, and creativity! The Children’s Museum of Denver at Marsico Campus invites you to spend an evening exploring all of our exhibits, enjoying fantastic food, tasty treats, and sampling craft beers from Colorado’s best breweries. Attendees can climb, swing, and slide their way through the museum’s newest experience, Adventure Forest, a 500-foot-long outdoor aerial course designed to inspire a spirit of discovery, imagination, and creativity. Inside, be prepared to challenge your peers to build the best tracks in Kinetics, paint on a vintage VW Bug, trigger a thunderstorm in Water, test your agility in the three-story Altitude climber and launch rockets in Energy. There will even be a few extra surprises to inspire your inner child!
K&K Insurance—the choice for children’s museum coverage.

With over 65 years of sports and leisure insurance expertise, K&K protects children’s museums with coverage designed for your unique needs. And when claims occur, our colleagues are here to respond quickly and effectively.

Ask your insurance agent for a quote from K&K.
Saturday, May 11

Don’t leave early! We’re saving the best for last. Today all programming will be held at the Hyatt Regency Denver Convention Center, unless otherwise noted.

**Closing Continental Breakfast**
7:30 a.m.–8:45 a.m.
There are never enough opportunities to connect with colleagues, so we’re providing this unstructured continental breakfast time to network.

**CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS**

9:00 a.m.–10:15 a.m.

**Traffic Reports, Dashboards, and KPIs, Oh My!**
The Yellow Brick Road to organizational and mission success is paved with data. But it only leads to where we want and need to go if we gather, analyze, and utilize that data in ways that fit, is easily gathered, presented well, and makes change happen. Every organization, no matter its mission or scope, needs performance metrics—to measure its success in mobilizing resources, its staff’s effectiveness on the job, and its progress in fulfilling its mission. To grasp the complexity of the task—and best approach—a moderated panel of children’s museums will share methods and outcomes.

Shannon Thomas, KidsQuest Children’s Museum (moderator)
Stephanie Philio, KidsQuest Children’s Museum
Lauren Clay, Louisiana Children’s Museum
Tamara Grybko, Explora
Jane Bard, Children’s Museum of New Hampshire

**Show the Love: Development Speed Dating**
Tired of being stood up in the donor dating world? Then make a date to join us for a thought-sharing forum where both development professionals and those just starting off in the world of development can get together to meet experts from the field who will provide insight, as well as encourage attendees to share their tips and tricks on the subjects of individual giving, corporate sponsorships, foundation/government grants, and donor policies and recognition. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, useful ideas.

Autumn Rentmeester, Children’s Museum Tucson/Oro Valley (moderator)
Gwen Kochman, Children’s Museum of Denver at Marsico Campus
Jennie Griek, Children’s Museum of Tacoma
Michael Shanklin, Kidspace Children’s Museum
Gina Evans, Children’s Museum of Pittsburgh

**Art as a Lens for Learning**
In museums, “art” is often presented as either a make-and-take workshop, or as subject to be interpreted and explained. A new model is emerging, however, that looks at how art can be treated less as a separate subject to be taught and more as a lens through which children and caregivers can explore and learn about anything—nature, their bodies, their emotions, and the world itself. This session examines how this new art lens provides children’s museums with a valuable tool that encourages visitors not only to be curious about the world around them, but to express, experience, interpret, and transform it.

Mike Denison, Roto
Julia Forbes, High Museum of Art
Rebecca Grabman, Children’s Museum of Pittsburgh
Erik Schurink, Long Island Children’s Museum
Welcoming Dual Language Learners and Immigrant Families to Children’s Museums

As immigrant families are a part of our audiences, learn about useful practices to welcome these families and address their specific needs, ensuring a great museum experience. These families are English Language Learners (ELL) and dual language speakers. ELL children and caregivers benefit from special accommodations to feel welcomed and be successful, in both our school system and museums. Learn from three children's museum initiatives to serve this audience and from collaborations with school systems, the community, and museums to address these specific families’ needs and for our successful engagement and their transition into our communities and school systems.

Antonio Méndez, Boston Children’s Museum
Hardin Engelhardt, Marbles Kids Museum
Greer Horning, Exploration Place, The Sedgwick County Science and Discovery Center
Ahmed Noor, Boston Public Schools

When Should We Use Technology with Visitors and How Much?

Technology is all around us, but when should we use it in our museums? What does the research show about technology use in families with young children and why do some museums specifically not use technology on their floors? And are there fun and effective technology choices that won’t break our budgets? In this session, researchers will summarize the latest findings while museum professionals from a national network of children’s museums and science centers will discuss museum policies, successful strategies, and tested examples of technology-driven experiences for visitors. Bring your questions but please silence your phones.

Darrell Porcello, PhD, Children’s Creativity Museum
(moderator)
Scott Burg, Rockman et al
Tamara Kaldor, Technology in Early Childhood Center at Erikson Institute
Ali Jackson, Sciencenter
Carol Tang, PhD, Children’s Creativity Museum

Reset the Mindset of Field Trips

Is anyone looking to take the risk and reset the mindset of field trips? Hear from three museums who have shifted their mindset to redefine the field trip experience. Re-imagine your use of space, strengthen human capacity, leverage volunteers, support chaperones, and streamline communication all while maintaining an inclusive and meaningful experience. Attendees will have time to discuss their field trip flops, work together, and use tools provided to click the reset button. Join us in taking the chaos out of field trips.

Kati Hanson, Children’s Museum of South Dakota
Carrie Benson, Children’s Museum of South Dakota
Michelle Gonzalez, DuPage Children’s Museum
Sarah Weeden, Scott Family Amazeum

Mistakes Were Made

Resources squandered, stakeholders alienated, deadlines missed. We honestly admit our biggest blunders, and what we learned from them. A crowd-sourced contest awards the ACM Epic Failure Trophy of 2019 to the person in the room with the biggest mistake. Because sharing our mistakes is the first step in learning from them.

Kathy Gustafson-Hilton, Hands On! Studio
Nicole Myles, Children’s Museum of the Lowcountry
Chad Gehring, CPSI, Thanksgiving Point
Kate Livingston, ExposeYourMuseum LLC
Listening to Children: Inviting, Documenting, and Using Their Input

Parents, educators, activity developers, and designers are all invested in supporting children’s play and learning in children’s museums—but what do children think about the experiences museums offer, and what does learning through play mean to them? This session will explore children’s points of view about play and learning in museums. Presenters will share recent projects examining how children think about play, exhibits that have been shaped by children’s input, and practical strategies that educators and activity developers can use to understand children’s perspectives and use their feedback to improve museum experiences.

Susan Letourneau, PhD, New York Hall of Science
Nicole Rivera, EdD, North Central College
Ruth Shelly, Portland Children’s Museum
Chris Sancomb, Providence Children’s Museum

Closing Plenary Session and ACM Great Friend to Kids Award Ceremony
10:30 a.m.–11:45 a.m.

ACM will present its 2019 Great Friend to Kids Award to...stay tuned for the big announcement! The award is presented annually at InterActivity and honors those who have made significant contributions to strengthen education and advance the interests of children.

This closing plenary session also includes an invitation to InterActivity 2020 which will be held in St. Louis, MO, May 5–8, and hosted by The Magic House, St. Louis Children’s Museum.
Make a **SPLASH** at your museum!

Discover a vibrant underwater environment where children learn about the ocean’s ecosystems and how to protect them!

**Visit Booth 14 for more info!**

Learn, play, and discover with a unique traveling exhibit from The Magic House!

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- **Children’s China**
- **Kenya’s Kids**
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- **Sid the Science Kid**
- **Kings, Queens & Castles**

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JOIN ACM: BECOME A MEMBER!

Serving members in the United States and countries across the globe, the Association of Children’s Museums (ACM) is an international nonprofit professional service organization that champions children’s museums around the world. Currently, ACM serves more than 460 museums, businesses, educational organizations, and individuals.

Which membership level is right for you?
ACM offers a number of membership levels for both individuals and organizations. Each level is tailored to provide benefits to meet your needs. ACM supports its members through leadership, advocacy, professional development, and service.

**ACM Annual Membership Dues**

**Open Museum Categories**

*Dues are based on annual operating income*

- Level 1 (under $250k): $450
- Level 2 (under $500k): $800
- Level 3 (under $1 million): $1,050
- Level 4 (under $3 million): $1,400
- Level 5 (under $5 million): $1,600
- Level 6 ($5 million and over): $1,950

**Special Museum Categories**

- Emerging Children's Museum: $400
- International Museum: $650
- Sponsor Children's Museum: $2,500

**Individual Categories**

- Friends of the Field: $100
- Student: $75

**Organizational Categories**

- Academic/Research Institution: $450

**Questions?**

Ask Keila Rone, Membership Manager, at Membership@ChildrensMuseums.org.

**ACM Annual Business Membership Dues**

ACM business members represent a diverse range of organizations serving the field and supporting the growth of children’s museums in their communities. They gain exposure to a unique and focused audience through ACM membership while acknowledging the value of children’s museums worldwide.

**Business Categories**

- Business Visionary: $2,500
- Business Supporter: $750
- Business Associate: $300

**Questions?**

Ask Dana Weinstein, Development Manager, at Dana.Weinstein@ChildrensMuseums.org.
INTERACTIVITY SMALL MUSEUMS FINANCIAL AID PROGRAM

*Sponsored by JRA*

The InterActivity Small Museums Financial Aid Program provides selected professionals who work at small museums with complimentary registration to InterActivity 2019: *FearLESS*, May 8-11, in Denver, CO, as well as a ticket to the host museum evening event. The goal of the program is to offset professional development expenses for museum staff at open children’s museums with annual budgets under $500,000 USD. By doing so, ACM wishes to cultivate staff members at small museums for long-term careers in the children’s museum field. Travel to InterActivity, food, and hotel accommodations are the responsibility of the selected recipient or their employer institution. For more information, including full eligibility criteria, and to access the financial aid application, visit ACM’s [Scholarship and Financial Aid webpage](#).

DIVERSITY IN ACTION INTERACTIVITY FELLOWSHIP

The fellowship provides individuals complimentary registration for two years, to InterActivity 2019: *FearLESS*, May 8-11, in Denver, CO, and to InterActivity 2020, May 5-8, in St. Louis, MO, and tickets to host museum evening events for both conferences. Travel to InterActivity, food, and hotel accommodations are the responsibility of the selected recipient or their employer institution. Diversity in Action fellows receive professional development opportunities through attending highlighted sessions that address diversity and/or career advancement, by participating in group networking activities, and by creating a proposal for a session at InterActivity 2020. ACM staff will assist fellows with creating a session proposal by giving guidance, by providing necessary resources, and by facilitating virtual meetings throughout the fellowship year. Diversity in Action fellows are required to participate in all scheduled fellowship activities. For more information, including full eligibility criteria, and to access the financial aid application, visit ACM’s [Scholarship and Financial Aid webpage](#).

**Note:** applicants who apply for either the Small Museum Financial Award Program or the Diversity in Action Fellowship and do not received an award but wish to attend InterActivity 2019 will be able to register at the Early Bird rate.
Payment Options
For online registration, ACM accepts Visa, MasterCard, Discover, American Express, and PayPal. Payment is due at time of registration.

For mail and fax registration, ACM accepts Visa, MasterCard, Discover, American Express, check, or wire transfer. In order to receive a discounted registration rate, checks must be postmarked by or received by ACM by the close of the discounted registration period (please see below for discount period dates). To pay by wire transfer, please contact ACM at Registration@ChildrensMuseums.org. ACM is not responsible for payments not received.

Registration Confirmation
In order to receive the registration rate associated with a particular discount period, registration must be received by the close of the discount period.

- Early Bird: October 25, 2018–January 14, 2019
- Advance: January 15–April 3, 2019
- Onsite: April 4–May 11, 2019

Ticketed Event & Study Tour Fees
Tickets to events are available in advance on a first-come, first-served basis. ACM cannot guarantee the availability of tickets for purchase onsite. Attendees are strongly encouraged to purchase event tickets with their registration.

Requests to transfer an event ticket from one individual to another should be submitted to Registration@ChildrensMuseums.org by April 3, 2019. Please note that it is necessary for ACM to record the transfer to issue a valid ticket. Onsite, registrants may sell their event tickets to other conference attendees, but it is up to the individual to broker the financial transaction with the new ticket holder.

Ticket purchases will be refunded only to those who are canceling their conference registrations. Ticket refund requests must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 3, 2019. No other ticket refunds will be issued unless the ticketed event has been canceled by ACM.

Registration Rate Discounts
Please refer to the registration rates listed on the ACM website for full pricing and rate comparison.

Full-Time Student Discounts
Full-time students in a degree-granting undergraduate or graduate program qualify for this discount. Students must fax (703.224.3099) or email (Registration@ChildrensMuseums.org) an official copy of their current course registration with their InterActivity registration form.

Take 5! Rebate
ACM member institutions registering five or more individuals (full-time and part-time staff members, interns, volunteers, board, and trustee members) for the full three-day conference at the Early Bird, Advance, or Onsite rates will receive a rebate totaling five percent of the institution’s InterActivity registration total. An institution is not required to register its entire group at one time. Additional museum-sponsored individuals that register onsite will count towards the Take 5! Rebate. Surcharges, membership dues, pre-conference fees, and ticketed events are not included in calculating the total rebate. ACM’s InterActivity cancellation policy will apply to all Take 5! registrations. A canceled registration that causes an institution to send fewer than five individuals to the full InterActivity conference will void the Take 5! Rebate. The rebate will be issued to the member institution as a check and mailed by June 29, 2019.

Registration Cancellation Policy
All cancellations must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 3, 2019. ACM is not responsible for cancellations not received. Please contact ACM at 703.224.3100, ext. 109 to confirm receipt. All refunds will be issued by June 29, 2019.

Registration Refund Schedule
- January 14, 2019: Last day for full refund, less $75 fee.
- January 15–February 22, 2019: 50 percent refund.
- February 23–April 3, 2019: 25 percent refund.
- After April 3, 2019: No refunds will be issued.
INTERACTIVITY 2019 REGISTRATION FORM

For a writeable PDF version of this form, click here.

CONTACT INFORMATION

Full Name (as you would like printed on your name badge)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Title</th>
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<tbody>
<tr>
<td>Phone</td>
<td>Email</td>
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Address

City

State/Province

Zip

Country

CONFERENCE REGISTRATION

Full Conference: May 8-11

<table>
<thead>
<tr>
<th></th>
<th>Early Bird</th>
<th>Advance</th>
<th>Onsite</th>
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<tbody>
<tr>
<td>U.S. Member</td>
<td>$560</td>
<td>$610</td>
<td>$675</td>
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<tr>
<td>U.S. Nonmember</td>
<td>$660</td>
<td>$710</td>
<td>$775</td>
</tr>
<tr>
<td>International Member</td>
<td>$560</td>
<td>$560</td>
<td>$560</td>
</tr>
<tr>
<td>International Nonmember</td>
<td>$660</td>
<td>$660</td>
<td>$660</td>
</tr>
<tr>
<td>Full-Time Student</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
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One-Day Options: May 9, May 10, or May 11

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<tr>
<th></th>
<th>Early Bird</th>
<th>Advance</th>
<th>Onsite</th>
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</thead>
<tbody>
<tr>
<td>May 9</td>
<td>$300</td>
<td>$350</td>
<td>$380</td>
</tr>
<tr>
<td>May 10</td>
<td>$400</td>
<td>$470</td>
<td>$510</td>
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<tr>
<td>May 11</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
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Conference Registration Subtotal: $_______________

REGISTRATION ADD-ON OPTIONS

May 8: Emerging Museums Pre-Conference  ACM Member $235  Nonmember $335
May 8: Promoting School Readiness for Young Children Pre-Conference $50
May 9: Museum CEO and Executive Directors Forum $50

Evening Events

Spouses and partners of registered attendees are required to purchase a ticket to attend evening events.

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<tbody>
<tr>
<td>May 9: Museum CEO and Trustee Reception</td>
<td>$40</td>
<td>+ _______ Guests</td>
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<tr>
<td>May 10: Evening Event: Let’s Party! Children’s Museum of Denver at Marsico Campus</td>
<td>$50</td>
<td>+ _______ Guests</td>
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Study Tours

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<tr>
<td>May 8: A. Children’s Museum of Denver at Marsico Campus: Adventure Forest SOLD OUT</td>
<td>$35</td>
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<tr>
<td>May 9: B. Inside the Children’s Museum of Denver at Marsico Campus</td>
<td>$35</td>
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<tr>
<td>May 9: Denver Art Museum</td>
<td>$35</td>
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<td>May 10: Anchor Center for Blind Children</td>
<td>$35</td>
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<td>May 10: Paco Sanchez Park</td>
<td>$35</td>
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Registration Add-On Subtotal: $_______________

Grand Total: $_______________
PAYMENT INFORMATION:
Full payment is required with this form.
I have read and agree to abide by the InterActivity 2019 Registration Policies and authorize payment as listed below.
☒ Enclosed is my check payable to Association of Children’s Museums.
☒ Wire Transfer (attach bank confirmation).

Please charge my: ☒ Visa ☒ MasterCard ☒ American Express ☒ Discover

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Security Code</th>
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<tr>
<th>Expiration Date</th>
<th>Name as it appears on card</th>
<th>Billing Zip Code</th>
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SPECIAL NEEDS AND REQUESTS
☒ Vegetarian, vegan, or gluten-free meals, please specify:


☒ Accessibility needs, please specify:


ACM will include the name, title, institution, and email of all registrants in an InterActivity 2019 Attendee List. To facilitate networking and marketing, the list will be distributed to all registrants and MarketPlace exhibitors.

☒ Yes, include me ☒ Include me without my email address ☒ Do not include me

ACM’s photographer or ACM staff may take photos and/or videos of attendees during InterActivity 2019, which may be used in publications or other materials produced by ACM. InterActivity registration grants ACM permission and consent for use of this photography and video.

Is this your first InterActivity?
☒ Yes ☒ No

RETURN COMPLETED REGISTRATION FORM WITH PAYMENT:
Fax: 703.224.3099
Email: Registration@ChildrensMuseums.org
Mail: Association of Children’s Museums
2511 Jefferson Davis Highway, Suite 600
Arlington, VA 22202
LAST CHANCE for these LEGO-brick-building exhibits!

NEWLY REFURBISHED!

For more information contact:

Lisa Coleman, Traveling Exhibits Coordinator
lisac@childrensmuseum.org, 317-334-3822
Important Deadlines

January 14, 2019
Early Bird Registration closes

April 3, 2019
Advance Registration closes

April 15, 2019
Hotel Room Block closes

See you in Denver, CO, May 8–11!