



THURSDAY, APRIL 10 — SESSIONS

Unless otherwise stated, all events take place in the Fairmont Empress Hotel and Victoria Conference Centre. Please turn off all cell phones and pagers.

(T) Session with simultaneous translation available.

7:00 am - 4:30 pm

Registration/Information

Victoria Conference Centre

7:30 am - 8:45 am

Palm Court and Crystal Ballroom

Breakfast with the exhibitors

9:00 am - 10:00 am

VCC Lecture Theatre

Keynote address (T)

First Nations and Advocacy

Judith Sayers, Hupacasath First Nation



Dr. Judith Sayers is the elected Chief of the Hupacasath First Nation located in Port Alberni, where she has been the chief for over 12 years and chief negotiator for the treaty process for 14 years. Judith draws on her extensive background of practicing law for 18 years, working in international forums, lobbying governments and other agencies for the promotion and protection of First Nations rights and title.

10:00 am - 10:30 am

Palm Court and Crystal Ballroom

Networking break with the exhibitors

Sponsored by:



10:30 am - noon

Educational sessions

Evolution or Sea Change? Intangible Heritage, ICOM and the Museum (T)

VCC Lecture Theatre

Moderator: **Sylvie Morel**, Canadian Museum of Civilization

Panelists: **Anthony Shelton**, UBC Museum of Anthropology; **Boris Wastiau**, Ethnographic Museum of the City of Geneva, Switzerland

This engaging session will help you gain a more nuanced understanding of intangible heritage, the work museums are undertaking in this area, and its implication for the future.

Presented with the support of **ICOM Canada**.



Rethinking the role for museums in a diverse society

Saanich

Moderator: **Victoria Dickenson**, McCord Museum and **John Ryerson**, Varley Art Gallery of Markham

Panelists: **Henry Yu**, University of British Columbia; **Kirsten McAllister**, Simon Fraser University; **Joan Seidl**, Vancouver Museum

What is the potential role of the museum as a site for the creation of social capital in a diverse society?

Panelists will discuss the notion of well-being and social capital, the changing understanding of identity in diverse societies, and the experience of a museum working with a cultural community exploring questions of identity.

Innovations in interpretation

Esquimault

Moderator: **Cheryl Meszaros**, University of Toronto

Panelists: **Hugh Henry**, Swift Current Museum; **David Perry**, Detroit Institute of Arts; **Christina Ritchie**, Contemporary Art Gallery, Vancouver

This panel will explore the question of evolving innovation in interpretation and discuss practical applications of new interpretive methods. You will gain a broader perspective on how new ideas about interpretation can build new audiences, and sustain the ongoing interest of local audiences.

Visual arts update

Balmoral

Panelists: **John McAvity**, Canadian Museums Association; **Diana Nemiroff**, Carleton University Art Gallery; **Shawn Van Sluys**, CAMDO

This session will present the new exhibition fee schedule, the new united front on the visual arts, and key issues arising from the Visual Arts Summit.

Museum Insurance Solutions

Library

Moderator: **Sonia Tanner-Kplash** FCMA, Chair CMA Insurance Committee
Representatives from Marsh Canada Limited and other insurance companies.

Creating Sustainable Funding

Oak Bay

Moderator: **Terry Axelrod**, Founder and CEO of Benevon

Doers and dreamers II

Buckingham

Moderator: **Louise Filiatrault**, Canadian Heritage Information Network

Panelists: **Sheila Carey**, Canadian Heritage Information Network; **Dr. Wim Hupperetz**, National Institute for Dutch Heritage, the Netherlands; **Ana Serrano**, Canadian Film Centre

Building on Doers and dreamers I, presented at CMA 2007, this session will look at future technology trends that will impact museums, examining the relevance in reaching non-traditional audiences and attracting them to our institutions. The challenges and issues faced in using emerging technologies to plan an exhibition will also be discussed.



noon - 1:15 pm

Palm Court and Crystal Ballroom

Lunch with the exhibitors

1:30 pm - 2:30 pm
VCC Lecture Theatre

Keynote address (T)

A New Design for a New Museum: Why?

Stéphane Martin, president, Musée du quai Branly



In 1995, Jacques Chirac announced the creation of a new museum in Paris dedicated to the arts of Africa, Asia, Oceania, and the Americas, to promote cross-cultural dialogue. After ten years of work, the Musée du quai Branly opened its doors on June 20, 2006. Both a museum and research centre, and a theatre and performance centre, it offers numerous possibilities to present indigenous artworks and cultures. The museum also recognizes that to be relevant, museums must reflect the main trends of the societies and communities they serve, as such, the museum is also closely connected to the preoccupations of French society.

2:15 pm - 2:45 pm
Palm Court and Crystal Ballroom

Ice cream break

Sponsored by PACART

3:00 pm - 4:30 pm

Educational Sessions

Going international: What's in it for you? (T)

VCC Lecture Theatre

Moderator: **Lois Irvine**, Commonwealth Association of Museums

Panelists: **Joy Davis**, University of Victoria; **Caroline Lanthier**, Canadian Museum of Nature; **Carol Mayer**, UBC Museum of Anthropology; **Lisa Making**, Royal Tyrrell Museum; **Johanne Landry**, Muséum national d'histoire naturelle, France

What are the advantages and disadvantages of engagement in international networks and collaboration? This session examines the impact of 'going international' and how it can affect your personal growth and understanding of the diversity of our collections, audiences, and the importance of connecting with our communities.

Museum space rentals and alternative revenue sources: Revenue dream or operational scream? Saanich

Moderator: **Janet Pieschel**, Calgary Police Interpretive Centre

Panelists: **Lou Seiler**, Casa Loma; **Andrew Mosker**, Cantos Music Foundation; **Kathy Summers**, Craigdarroch Castle

This session will look at three museum sites who rent out space and/or provide alternative uses for their space to diversify their revenue stream, increase awareness, and build relevance and support in their communities. Panelists will share successes and failures, both in financial terms and community outreach terms, providing you with stories from the trenches and guidance for those contemplating new ventures.

Engaging youth

Esquimault

Moderator: **Annick Deblois**, Canadian Museum of Nature

Panelists: **Kiefer Collison**, Spoken Truth; **Josée Duhaime**, Montreal Science Centre; **Bianca Message**, André & Associates; **Michel Vallée**, Musée des Deux-Rives

Benefit from the experience of three respected museum professionals whose community involvement has successfully engaged youth in their local museums and established the museums' role in social action.

Mission impossible?

Balmoral

Moderator: **Liz McCrae**, Canadian Museum of Nature

Panelists: **Dean Brinton**, The Rooms; **Karen Linauskas** and **Keri Ryan**, Art Gallery of Ontario; **Javier Schwersensky**, The Manitoba Museum

Museums must become more relevant and responsive to the diversity of their visitors and their communities. However, determining how to do this, and ensuring the success is often difficult. This session will focus on tactics, initiatives, and programs that three diverse institutions implemented to meet the new challenges they faced.

Creating Sustainable Funding

Oak Bay

Moderator: **Terry Axelrod**, Founder and CEO of Benevon

5:00 pm - 6:00 pm

Balmoral

ICOM Canada Annual General Meeting

Evening events

6:30 pm

Awards Ceremony

National Geographic IMAX Theatre, Royal British Columbia Museum

We invite you to join us for a special evening at the Royal British Columbia Museum to celebrate excellence in the museum community.

Doors open 6:20 pm. Open to all delegates.

7:30 pm

Tickets required at the door.

Celebration Dinner

Royal British Columbia Museum

Following the awards ceremony in the National Geographic IMAX Theatre, you are invited to a sit down dinner in Clifford Carl Hall. Enjoy dessert as you explore British Columbia through the permanent galleries. Experience ice age with the woolly mammoth and the Kermode bears in the natural history gallery. Walk deep into a coastal rain forest, visit the sea shore, and explore the ocean's depths. The second floor light show reflects Victoria's busy harbour as you continue your travel through time. The modern history gallery takes you from Captain Vancouver's Discovery ship, through BC's diverse industries, and on to a typical old town street and North America's second oldest Chinatown. To complete your experience, enjoy the calm of the Totem gallery. For those fond of retail therapy the Royal BC Museum gift shop will be open.

Fee: \$80. Includes admission to the museum, a unique dinner experience.

Pre-registration required.

