

TUESDAY

MARCH 24, 2009

CONFERENCE KICK-OFF SOCIAL EVENTS

6:30 PM

A WALKING TOUR OF TORONTO'S CORPORATE ART COLLECTIONS

Organized by the Canadian Federation of Friends of Museums, and the Professional Art Dealers Association of Canada, this evening highlights a wonderful selection of Toronto's most prominent and exciting corporate collections. Knowledgeable in-house curators will lead delegates through two private collections. Delegates will be assigned to one of four tours, will be led by guides and walk to each venue.

Fee: \$40. Open to all CMA delegates and guests. Includes tour and reception. Transportation not included!
Pre-registration required. Limited to 110 people.



PREMIERING GALLERY TOUR AT THE ROYAL ONTARIO MUSEUM

Enjoy an exclusive after-hours tour of some of the ROM's newest world-class Natural History galleries. Learn about the development of these galleries, from inception to opening, and hear about some of the star artefacts and specimens from those who know them best — ROM Curators! Tour to be followed by a wine-and-hors d'oeuvres reception.

Fee: \$40. Open to all CMA delegates and guests. Delegates are required to make their own way to the ROM. The museum is easily accessible by the Museum subway stop.
Pre-registration required. Limited to 75 people.



ICOM CANADA RECEPTION

The York Quay Centre and the Powerplant at Harbourfront Centre welcome ICOM Canada members to Toronto. This will be an evening where you will experience a broad range of local, national and international contemporary fine arts, new media, design, architecture, and craft followed by a wine-and-hors d'oeuvres reception.



Fee: \$40. Open to ICOM Canada members only. You will be required to make your own way to Harbourfront Centre.
Pre-registration required.
Limited to 50 people.

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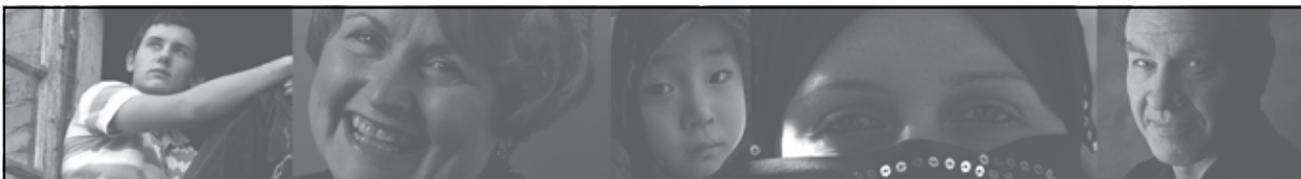
Oakland, Calif., USA

Please feel welcome to telephone.

Tel: 510-531-1214 Fax: 510-336-1650 E: wentz@wentzscope.com



Photo by
Kleinman



CANADIAN MUSEUM *for* HUMAN RIGHTS
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Canada

FULL-DAY WORKSHOPS

9:00 AM — 4:00 PM

WEDNESDAY

MARCH 25, 2009



Frontiers of Discovery: Museum-Based Research

Presenters: Debra Graham, Carleton University and Mark Graham, Canadian Museum of Nature

The results of museum research contribute to the integrity of other operations and enable us to tell our stories accurately and effectively. The presentations and exercises will: 1) provide a full orientation to the range of research that is performed at museums; 2) address the context and challenges for integrating research amongst other museum functions; 3) outline successful frameworks for a research program; and 4) offer ideas for attracting financial and human resources.

For further information, please contact Mark Graham at mgraham@mus-nature.ca

Fee: \$150. Includes printed material, two health breaks and lunch. **Limited to 40 participants.**



UnForgettable Museum Experiences — From Concept to Competitive Advantage

Presenter: Joe Veneto, Opportunities Unlimited

Cultural institutions must create UFEs — UnForgettable Experiences for Visitors to attract gravitational pull in the marketplace. UFEs are the essence of your brand and are delivered by every department in an institution. They turn customers into your sales force and create consumer buzz that drives visitation. This workshop provides strategies for the development, implementation and delivery of UFEs that will help you create a competitive marketplace advantage.



About Your Presenter: **Joe Veneto...**
“The Opportunity Guy”

Please see www.museums.ca for a detailed bio.

For further information, please contact Sue-Ann Ramsden at sramsden@museums.ca

Fee: \$175. Includes printed material, two health breaks and lunch. **Limited to 60 participants.**

FOR EASY ONLINE REGISTRATION AND FULL CONFERENCE
DETAILS, VISIT WWW.MUSEUMS.CA



E to the 3rd Power: Engaging the Public and Empowering Action Through Education on the Natural World

*Facilitated by the Alliance of Natural History
Museums of Canada*

Alliance of
Natural History
Museums of Canada



Alliance des
musées d'histoire
naturelle du Canada

This workshop will provide valuable insight into the various techniques that natural history institutions are using to deliver messages to their publics, and the degree to which an institution can draw a causal link between a conservation message and action by an individual citizen. Ongoing work at the Vancouver Aquarium Marine Science Centre, Royal Ontario Museum, Toronto and Calgary Zoos, and the Royal Botanical Gardens in Hamilton will be highlighted.

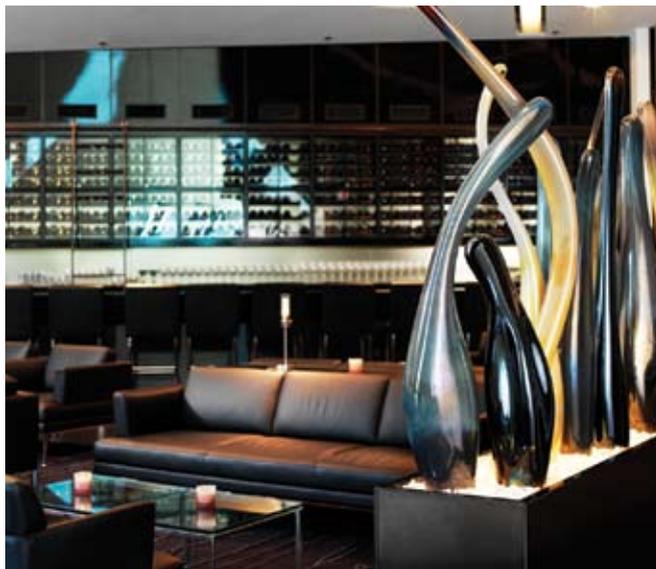
For further information, please contact Roger Baird at rbaird@mus-nature.ca

Fee: \$100. Includes printed material, two health breaks and lunch. **Limited to 40 participants.**



Experience Design in the Art Museum: A practical guide to creating engaging and inclusive encounters with contemporary art

Note: Held off site at the Art Gallery of Ontario, in the newly installed galleries. Delegates are responsible for making their own way to the AGO.



This immersive workshop will situate the AGO's reinstallation within the broad framework of contemporary museological practice and articulate the practical steps and considerations involved in creating engaging and inclusive encounters with contemporary art. Participants will be introduced to a new exhibition planning model that puts the visitor at the core of every aspect of exhibition planning and design and how to integrate community engagement and participation into all aspects of the exhibition planning cycle, receiving tools, materials and resources that can be adapted to your own institution and practice.

For further information, please contact Kelly McKinley 416-979-6660 ext. 404 or at kelly_mckinley@ago.net

Fee: \$100. Includes printed material, two health breaks and lunch. **Limited to 25 participants.**

HALF-DAY WORKSHOPS: MORNING

9:00 AM — NOON.....



Field Trips in Reverse: How to Digitally Expand Your Educational Outreach [T]

Facilitated by the Canadian Information Heritage Network

Of all audience segments, teens have proved to be particularly difficult to engage. However, a growing number of institutions are overcoming the challenge by incorporating digital solutions into their educational outreach activities. Based on real-life examples from CHIN member institutions, teachers and youth, this workshop will detail how various tools can be used within your institution.

For further information, please contact Wendy Thomas at wendy_thomas@pch.gc.ca

Fee: \$75. Includes printed material and one health break. **Limited to 20 participants.**



Réseau canadien d'information sur le patrimoine
Canadian Heritage Information Network



Building Boards That Really Work

This popular workshop is offered both in the morning and afternoon.

Presenter: Carolyn Bailey

In this half-day workshop Ms. Bailey will address what really matters for boards, and explain how they can simplify their core focus while remaining accountable.

About Your Presenter: **Carolyn Bailey**
Please see www.museums.ca for a detailed bio.

Fee: \$125. Includes printed material and one health break.
If you cannot make it to the morning session, this workshop is also offered in the afternoon.



Engaging your Board in Creating Sustainable Funding

Presenter: Terry Axelrod, Benevon

What board member wouldn't want sustainable funding for an organization they are truly passionate about? Yet everyone asks where to begin and how to get the full board to share that vision and make it a reality. This workshop, designed for board members and CEOs, gives you a tested and proven formula for leaving a legacy of a steady stream of mission-focused major donors who will give for operations, capital, and endowment.

About Your Presenter: **Terry Axelrod**
Please see www.museums.ca for a detailed bio.

Fee: \$125. Includes printed material and one health break.
Limited to 25 participants.

HALF-DAY WORKSHOPS: AFTERNOON

1:00 PM — 4:00 PM

4!

Creating Sustainable Funding for your Nonprofit

Presenter: Terry Axelrod, Benevon

This workshop introduces you to a systematic model for building sustainable funding for your mission. Learn to leave a legacy of passionate lifelong individual donors as you tailor the Benevon™ Model to your organization. Participants are encouraged to bring other staff, board, and volunteers to engage them in this practical and effective approach.



Fee: \$125.00. Includes printed material and one health break. **Limited to 25 participants.**

1:00 PM — 4:30 PM

5

Building Boards That Really Work

Presenter: Carolyn Bailey

Please see morning session for full description of workshop.

Fee: \$125. Includes printed material and one health break.



6

Getting the Call: Mobile Technologies [T]

Facilitated by the Canadian Information Heritage Network

Use of mobile devices will likely be the primary means of accessing online content in the near future. This workshop will introduce attendees to the various technologies currently available, and provides practical suggestions for implementing mobile computing in your institution. An overview of an environmental scan of mobile technologies will be presented, along with case studies that detail how certain institutions are already using mobile technologies.

For further information, please contact Wendy Thomas at wendy_thomas@pch.gc.ca

Fee: \$75. Includes printed material and one health break. **Limited to 20 participants.**



Réseau canadien d'information sur le patrimoine
Canadian Heritage Information Network

OPENING DISCUSSION

4:30 PM — 5:30 PM

An An Open and Frank Discussion

*Matthew Teitelbaum, Art Gallery
of Ontario; William Thorsell,
Royal Ontario Museum; Calvin
White, Toronto Zoo*

Is there a winning formula to enhance the relationship between museums and their communities? CEO's from three of Toronto's leading cultural institutions will openly discuss the combination of elements that represent the changing concept of citizenship. Each panellist will briefly outline their institution's role in their community and their beliefs as a senior leader. The moderator will then engage the three CEO's in a wide ranging series of questions on this critical topic.

CMA EXPO 2009

Royal York Hotel, Ballroom (Convention Floor)

The EXPO is the definitive resource for you to learn more about innovative and beneficial museum products and services. You'll be able to make valuable connections to the latest information, services, professional trends, and innovative products that are designed to help you! Exhibitors from across North America will be in attendance, showcasing their services and expertise.

VISIT THE EXHIBITORS AND WIN!

Be sure to get your ballot validated by at least 25 exhibitors and drop it into the prize drum prior to 1:00 pm on Friday, March 27th. **You must be present to win!**

TRADE SHOW HOURS AND EVENTS

Thursday, March 26th

7:30 am — 4:30 pm

Trade Show Hours

7:30 am — 8:45 am

Drop in for a light breakfast

12:00 noon — 1:00 pm

Lunch with exhibitors

2:15 pm — 2:45 pm

Networking break with exhibitors

Friday, March 27th

7:30 am — 1:30 pm

Trade Show Hours

7:30 am — 8:45 am

Grab a muffin and a cup of coffee

10:00 am — 10:30 am

Networking break with exhibitors

12 noon — 1:00 pm

Lunch with exhibitors and Trade
Show Closing

EVENING EVENTS

5:30 PM — 7:30 PM

OPENING RECEPTION: WELCOME TO THE 2009 CMA EXPO

The opening celebration you won't want to miss! Enjoy a glass of wine accompanied by tempting hors d'oeuvres and the unique entertainment of Toronto's multicultural community.



THURSDAY

MARCH 26, 2009

[T] INDICATES SESSION WITH TRANSLATION.

ALL SESSIONS TAKE PLACE AT THE FAIRMONT ROYAL YORK HOTEL UNLESS OTHERWISE NOTED.

7:00 am — 6:00 pm

Registration

Fairmont Royal York Hotel

7:30 am — 8:45 am

Breakfast with Exhibitors



9:00 am — 10:00 am

**OFFICIAL CONFERENCE
OPENING**



10:15 am — 11:45 am

**EDUCATIONAL
SESSIONS**

● **Heritage Policy Development
in the Regions [T]**

*Moderator: John McAvity, Canadian
Museums Association*

While there have been funding withdrawals at the federal level, other governments have moved forward with progressive plans in the arts and heritage sector. This session will showcase this progress in several provinces and look at why our heritage is a matter of public policy and public good.

● **Donors, \$\$\$, Collections**

Moderator, Joan Goldfarb

Museums begin with collections. Collections come from collectors who can also become donors. The existing structure does not always work in the best interest of our institutions or of our significant collectors. Our panel explores the questions: Can museums become advocates for their donors? Can institutions steer potential donors through the maze of Professional Art Dealers Association of Canada, other recognized appraisers, Cultural Properties Review Board, Revenue Canada, etc? Do we care about motives? Should institutions facilitate the growth of their collections? Why growth?

● **Media Art Challenges: University and Museum Training for Current and Future Museologists**

*Moderator: Madeleine Lafaille,
Canadian Heritage Information Network*

Museologists are facing new challenges with the acquisition, documentation, exhibition, and preservation of media art. In this session, specialists in the field will present innovative case studies on art with technological components. Issues addressed include technological obsolescence, integrity and authenticity of works, ephemerality versus preservation, written agreements with artists,

ownership of intellectual property (copyright and moral right), and artists' intentions and their collaborations with museums. New management techniques will be explored.

● **The Global Role of Museums in the Development of Civil Society**

*Moderator: Martin Segger, University of
Victoria, Maltwood Gallery*

In April 2008, members of the Commonwealth Association of Museums from 11 countries gathered in Georgetown, Guyana, to discuss the role of museums in pluralistic societies. At the conclusion of the symposium, delegates crafted the Georgetown Declaration. This session examines why Canadian museums should think about their role in civil society and how such a role plays out in individual museums.

● **Moving Beyond the Tour to the Student Experience: A New Model for School Program Development**

*Moderator: Caroline Greenland,
Toronto Zoo*

How do you create interesting school programs using a new model of program development at an established institution undergoing significant internal and external transformation? Panellists will discuss the implications for educational practitioners, public programming as well as the museum field at large.

● **Strengthening Relationships: Dealers and Curators Part III**

Moderator: Victoria Henry, Canada Council Art Bank

Initiated two years ago, this discussion will shed further light on the complex relationship between curators and art dealers. Traditionally, the role of each were considered not only separate, but also potentially adversarial. Increasingly, however, there is evidence to suggest that a co-operative relationship between these two roles can be established. Part III of this topic will further explore how curators and dealers can successfully work together, with a particular focus on the international art market.

● **Education + Technology + Web = ?**

Moderator: Philippe Mailhot, St. Boniface Museum

This session will examine how institutions can become valued resources for schools not only because of the curriculum based educational programs but also because of their leadership and innovation in implementing new technologies and using the web. Attendees will uncover what they need to get in the game; what costs money and what can be done for free, and how students and young professionals can help them meet these new challenges.

● **Think Green**

Moderator: William Rapley, Toronto Zoo

The world is awash in green programs — good, bad and ugly. Where does your institution stand? How important is the leadership and visionary role within institutions in creating and sustaining green programs? Do you even need

or want a green program? How do you become green? What should be green — your store, publishing activities, programs and exhibits? How do you evaluate the impact of going green? This practical session will put you on the right footing to ensure that you and your institution are thinking green.

● **Effective Leadership: CEOs and Trustees**

Moderator: R. Kenneth Armstrong, O.M.C., Canadian Museum of Nature

The partnerships between Museum CEOs and Board Members are critical to the successful operation of any institution. This session will provide CEOs and Board Members with an opportunity to network, share ideas and gain unique insight from those with experience. Panellists will provide their unique perspectives on how they work together to achieve their organization's mission and mandate.

● **Museums and Ethics**

Moderator: René Binette, Écomusée du fier monde

Ethics are becoming increasingly important in today's society, and this has repercussions on the museum world. We are facing ethical issues that make our practices more complex, with the public, governing bodies, and funders continually raising their expectations of museums. This session will address several ethical issues concerning collecting, research, exhibitions and how we manage these issues in our institutions.

3:00 pm — 5:00 pm

Off-Site Educational Session

This session is being held off-site at the Art Gallery of Ontario. Transportation not provided! The AGO is a short cab ride from the Royal York Hotel or is accessible from the St. Patrick subway stop. Pre-registration required. No additional fee. Limited to 50 participants.



● **Re-Imagining Off the Wall! The Dr. Mariano Elia Hands On Centre**
Presenters: Britt Welter-Nolan and Karen Linauskas, Art Gallery of Ontario

How can we imagine a flexible space that is responsive to family visitors and encourages dynamic and creative play? This presentation addresses the design process of the space, working with a collaborative and entrepreneurial team to produce great results on a tight budget and timeline. Attendees will be able to apply the conceptual approach and lessons learned from re-designing this hands-on centre for families to their own institutional requirements.



4:30 pm — 5:30 pm

ANNUAL GENERAL MEETINGS

1. Canadian Federation of Friends of Museums
2. Coalition of Canadian Healthcare Museums
3. ICOM Canada

EVENING EVENTS

6:30 PM

2009 CMA AWARDS DINNER

Bouquets to all the 2009 awards winners! Join your colleagues and award winners to celebrate and support the very best in Canada's museums. Presentations will be made throughout a fabulous celebration dinner for the CMA Awards for Outstanding Achievement, CMA Award of Distinguished Service, the ICOM Canada International Achievement Award, and the Museums and Schools Partnership Award co-sponsored by the Canadian College of Teachers and the Canadian Teachers' Federation.

Fee: \$90. Open to CMA delegates and award winners only. Includes three-course sit-down dinner and one glass of wine. **Pre-registration required. Limited to 300 participants.**

LAST YEAR'S WINNERS



[T] INDICATES SESSION WITH TRANSLATION.

ALL SESSIONS TAKE PLACE AT THE FAIRMONT ROYAL YORK HOTEL UNLESS OTHERWISE NOTED.

7:00 am — 5:00 pm

Registration
Fairmont Royal York Hotel

7:30 am — 8:45 am

Breakfast with Exhibitors

8:45 am — 9:00 am

CHIN's Renewed Web Properties Announcement



Join Gabrielle Blais for a sneak peek of the contemporary design and advanced functionality that

defines the renewed CHIN corporate website; the Virtual Museum of Canada portal and Knowledge Exchange for professional online learning and sharing.

10:00 am — 10:30 am

Networking Break with Exhibitors

10:30 am — noon

EDUCATIONAL SESSIONS

● **If You Try to Build Social Capital, Will They Come?**

Moderator: Dr. Anna Hudson, York University

Canada is second only to Australia in the proportion of immigrants in the population. The increasing diversity of citizens' cultural backgrounds presents a challenge to our institutions

which must adapt services, programs and practices to new audiences. This session examines museum policies and practices vis-à-vis diversity and community needs. Attendees will be encouraged to participate in a national multi-year study which will be undertaken in association with the CMA, on the social role of museums in diverse communities.

● **Engaging the Past: A Cross-Canada Portrait — A Continuing Discussion**

Moderator: Lon Dubinsky, Canadian Museums Association

This session is an opportunity to further discuss the findings and implications of the *Canadians and Their Pasts* National Survey and related initiatives including a research/exhibition project involving new immigrants at the Peel Heritage Complex in Brampton, Ontario.

● **The ArtsAccess Project**

Moderator: Colin Wiginton, Art Gallery of Ontario

This session will analyze the evolution and impact of the ArtsAccess Project, a multi-year community arts initiative designed to engage the public in a wide range of creative activities in four Ontario cities. Panellists will speak to the issue of critical analysis and evaluation,

FRIDAY

MARCH 27, 2009

9:00 AM — 10:00 AM

● **PLENARY SESSION**

● **ENGAGING THE PAST: A CROSS-CANADA PORTRAIT**

● *Jocelyn Létourneau, Laval University and David Northrup, York University*

● This keynote address focuses on highlights and implications from a national survey on how and why people engage the past, especially the role museums play. The study is the key component of *Canadians and Their Pasts*, a research project involving six universities, several museums and heritage organizations across Canada supported by the Social Sciences and Humanities Research Council of Canada.



Jocelyn Létourneau

● **A Practical Approach to International Collaboration**

Moderator: Michale Lang, Whyte Museum of the Canadian Rockies

International collaborations allow museums to bring diverse elements together to create fresh perspectives. Partnerships that meet the mandates of all partners often lead to positive results that exceed the goals of specific projects. Institutions share expertise and expenses and learn from one another. Enter into a discussion with panellists about the pros and cons of international collaboration between museums.

Supported by ICOM



● **How We Work: The Changing Role of the Curator**

Moderator: Jon Tupper, Confederation Centre Art Gallery

Over the past two decades, funding decreases and shifting priorities have resulted in a transformation of the traditional role of the Visual Arts Curator. Now, they must function as jacks-of-all-trades! These often-conflicting demands cause challenges, particularly in the mounting of exhibitions. Three curators will share projects that did not work and suggest changes to ensure the success of future endeavours.

● **Project Redesign: Engaging Our Audience and Our Members**

Moderator: Jérôme Gédéon, Canadian Heritage Information Network

Two major web-redesign projects undertaken the past year provide key insights

into the planning and management of large-scale multidisciplinary projects, including successful outcomes and ways of handling unforeseen issues.

● **Risk Management in a Museum Context: Applying it Using an Interdisciplinary Approach**

Moderator: Charlie Costain, Canadian Conservation Institute

This session will help attendees understand a comprehensive framework of museum risk management, and how three traditionally separate museum management issues can be successfully integrated: collection preservation, emergency preparedness, risk financing, and insurance into your institutions' operational plan.

● **Rejuvenate, Renovate, Restore and Re-surface!**

Moderator: Linda Milrod, Art Gallery of Ontario

Maintaining visibility and quality visitor experience while improving amenities and services during a renovation can be challenging. Should you stay open or close your facility? Three seasoned construction warriors will share their respective viewpoint on this pivotal question.

● **Going Out on a Limb: the Pros and Cons of Controversial Exhibits**

Moderator: Mark O'Neill, Canadian Museum of Civilization

This session will examine two different, but potentially controversial exhibition themes: war and sex. The panellists will explain how and why museums present

topical and relevant exhibitions, how these enhance the museum's value as a forum for the discussion of complex and often sensitive issues, sharing insights on the impact of these exhibitions on their mandates and institutional reputations and enabling attendees to determine if it is worth going out on a limb.

● **Charrette: Student & Professional Exchange, Part II**

Moderators: Emily Belliveau, University of Toronto and Karen Linauskas, Art Gallery of Ontario

This is a continuation of the morning's session. Practitioners and consultants will provide examples of best practices, entrepreneurial education and employment strategies and research challenges from the field of museum studies within Canada's universities and colleges. A social-mixer event hosted by the SYP group will follow.



5:00 pm — 6:00 pm
CANADIAN MUSEUMS ASSOCIATION

ANNUAL GENERAL MEETING

Participate in the CMA's Annual General Meeting.

EVENING EVENTS

6:30 PM — OPTIONAL SOCIAL EVENTS

BEHIND THE SCENES AT THE TEXTILE MUSEUM OF CANADA

Enjoy an exclusive tour of the Textile Museum's vast permanent collection in the private storage vault. With more than 12,000 objects from over 200 countries and regions, the TMC's collection celebrates cultural diversity and includes traditional fabrics, garments, carpets and related artefacts such as beadwork and basketry. Learn about specific treasures specially selected from the holdings by the Museum's curators.

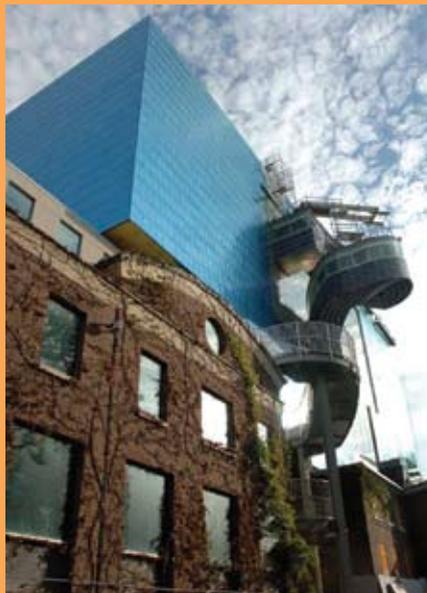
Fee: \$40.00. Open to CMA delegates and guests. Includes a reception with fine wine and buffet dinner. Delegates are required to make their own way to the museum. It is easily accessible by subway and is about a fifteen minute walk from The Royal York Hotel. **Pre-registration required. Limited to 35 people.**



EXHIBITION PREVIEW AT THE ART GALLERY OF ONTARIO

Enjoy a reception in the new Baillie Court and a sneak peak of *Remix: New Modernities in a Post-Indian World* prior to the public opening April 4th. Works of art by 15 contemporary artists of Native heritage from the US and Canada including Toronto's Kent Monkman are showcased in the exhibition.

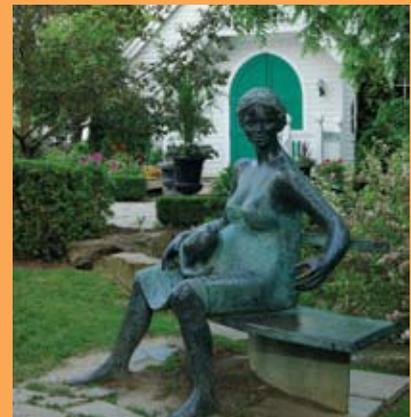
Fee: \$40. Open to CMA delegates and guests. Includes a reception with wine, beer, non-alcoholic beverages and hors d'oeuvres. Delegates are required to make their own way to the AGO. The AGO is a short cab ride from the Royal York Hotel or is accessible from the St. Patrick subway stop. **Pre-registration required. Limited to 100 people.**



AN EVENING OF ART AT THE MCMICHAEL CANADIAN ART COLLECTION

Nestled amidst 100 acres of serene woodland in the charming village of Kleinburg, delegates will enjoy an exclusive tour of the beautiful McMichael Canadian Art Collection. View the outstanding permanent collection comprising the Group of Seven artists and their contemporaries, First Nations and Inuit artists. The McMichael will also be hosting *A Brush with War: Military Art from Korea to Afghanistan* organized by the Canadian War Museum, and *Yousuf Karsh: Industrial Images* organized by the Art Gallery of Windsor.

Fee: \$40. Open to CMA delegates and guests. Includes transportation and buffet dinner. Cash bar. Buses will depart the McMichael at 10:00 pm. **Pre-registration required. Limited to 50 people.**



[T] INDICATES SESSION WITH TRANSLATION.

ALL SESSIONS TAKE PLACE AT THE FAIRMONT ROYAL YORK HOTEL UNLESS OTHERWISE NOTED.

SATURDAY

MARCH 28, 2009

7:30 am

Registration/Information

7:30 am — 9:00 am

Travelling Exhibition Marketplace

Looking for just the right exhibition for your museum? Seeking the perfect venue for your own traveling exhibition? We've got the solution: Exhibition Central Exchange, CMA's 6th annual traveling exhibitions marketplace. Be sure to stop by to see if someone has what you're looking for! The marketplace is open to both producers and borrowers for traveling exhibits.

For additional information and to reserve a table, contact Anne Gagnon at 1-866-220-2150 ext 3336 or anne.gagnon@mnbac.gc.ca

10:15 am — 11:45 pm

EDUCATIONAL SESSIONS

● Taking Their Place in Our World: Young Professionals, Technology and the World They Want

Moderator: Cheryl Meszaros, University of Toronto

This session will help seasoned veterans and young professionals alike better understand the opportunities that exist for young professionals to create a more compassionate, responsible and convivial inter-connected world. In a workshop environment, panellists will draw on attendees' own questions and ideas to shape an interactive, lively, and rewarding discussion on things that both the "old" and "new" can do to empower the next generation of museum professionals.

● Building Constituency: The Museum as a Community Service and Resource

Moderator: Robert Laidler, Oak Hammock Marsh Interpretive Centre

Successful museums are reinventing themselves as community services. This session will focus on the methods that can be used to explore opportunities in collaborative ways that result in exciting and inspiring visions and concepts. Three experienced practitioners will discuss the various approaches to planning, facilitation, and design of new facilities and organizations.

● Out of the Ordinary — Engaging New Audiences

Moderator: Gerry Osmond, Kings Landing Historical Settlement

Museums are constantly challenged to remain relevant to the communities they serve and to demonstrate their purpose.

9:00 AM — 10:00 AM

● PLENARY SESSION

● FULLY WIRED...FULLY MOBILE: GENERATION Y

● *Jennifer Corriero*

● In a world of instant and constant connectivity, museum professionals today face the challenge of building local and global relationships, integrating effective use of technology in everything from education to the workplace to leisure activities. Ms. Corriero will provide insight on how cultural institutions can engage and connect with a younger and more "wired" demographic as visitors, employees and stakeholders.



TORONTO ZOO

2:00 PM — 5:30 PM

The conference is on the move! Join us for an insightful, educational, and entertaining afternoon at the world renowned Toronto Zoo.

Buses will depart the hotel at 1:30 pm. Cost of tours included in registration. Additional fee for the Tropical Treat Reception and the Do at the Zoo x Two applies. If you are not staying for the optional events a bus will depart the Zoo for the hotel at approximately 5:30 pm. Pre-registration for tours and optional events required.

Delegates will have the choice of three tours:



THE INVISIBLE ZOO

Here's your chance to see what really goes

on behind-the-scenes — the "Invisible Zoo" that the public knows little about! Delegates will have the opportunity to visit the Conservation and Research Centre, Animal Health Centre, Curatorial holdings and breeding areas, Invertebrate House, Creative Design, Graphics production and Exhibit Design.

Limited to 80 participants.



TRAVEL TO THE WORLD DOWN UNDER



If you've ever dreamed of a trip to Australia, now's your chance to visit without leaving home! Delegates will tour the Australasia Pavilion and the Great

Barrier Reef, fauna and flora to observe a diversity of exhibits including tree kangaroos, invertebrates, birds, coral fish, wombats, Komodo dragons, jellyfish and seahorses from the region.

Limited to 40 participants.



THE HIDDEN CONTINENT

Experience the beauty of Africa on this special tour of the African Rain-forest Pavilion. You'll see gorillas in their habitat, crocodiles and the Lake Malawi cichlids. Visit and ask questions to volunteers stationed at special displays on zoo conservation and animal care.

Limited to 40 participants.



EVENING EVENT

7:00 PM

THE DO AT THE ZOO X 2

We had so much fun at the Do at the Zoo in 1999 we've brought it back for a return engagement! This delightful evening is the culmination of the conference activities. Delegates who are participating in the optional events will make a short safari to the Indo-Malaya Pavilion. You'll receive a very special Orangutan welcome. Enjoy the warmth of a tropical Malaysian paradise with many species of birds, fish and of course the very rare Sumatran tigers while sipping exotic cocktails and enjoying scrumptious hors d'oeuvres.



Delegates will be bused from the Indo-Malaya Pavilion to the Zoo Atrium for a buffet-style dinner. After dinner you'll be tempted to partake in a silent auction. To cap the evening off, get in the swing of things and put on your dancing shoes.

Fee: \$85. Open to CMA delegates and guests. Includes transportation, Tropical Treat Reception, buffet dinner, dancing. **Cash bar.** **Limited to 200 participants.**

