Registration
Monday, April 23 ...............................11:00 am – 4:00 pm
Tuesday, April 24 ............................7:30 am – 5:00 pm
Wednesday, April 25 ..........................7:00 am – 6:30 pm
Thursday, April 26 .............................7:00 am – 3:00 pm

Monday, April 23
2:00 pm – 4:00 pm  Offsite

Workshop
Where Are Travelling Exhibitions Headed?
Panellists: Karen Bachmann, Timmins Museum: National Exhibition Centre; Lucie Daignault, Musée de la civilisation à Québec; Manon Lebeau, Sherbrooke Museum of Nature and Science; Louise O’Neil, Department of Canadian Heritage

Held offsite at the Canadian Museum of Civilization, Cascades Lounge. Delegates are responsible for their own transportation to the workshop.

5:00 pm  Offsite

Explore Local Cuisine
Connect with colleagues and friends while exploring the National Capital Region’s many fine dining establishments.

6:30 pm – 8:30 pm  Offsite

Optional Evening Event
The Currency Museum, Bank of Canada
Crouching Paper, Water Dragon
SOLD OUT. Pre-registration required.

Bus will depart from the front of the Hilton Lac Leamy at 6:15 pm and from the Currency Museum at 8:30 pm.

Unless otherwise noted all sessions will be held at the Hilton Lac Leamy.
Simultaneous Translation provided
8:30 am – 3:00 pm  

**Workshop**

Moving Targets—Evolving Environmental Guidelines for Museums  
**Facilitated by:** Canadian Conservation Institute  
**Presenters:** Jean Tétreault and Eric Hagan, Conservation Scientists, CCI  
*Held offsite at the Canadian Conservation Institute. Bus will depart at 8:00 am from the front of the Hilton Lac Leamy. (Same bus for the workshop at the Canadian Museum of Nature).*

8:30 am – 3:00 pm  

**Workshop**

Observing Our Visitors: Tracking and Timing in Exhibitions  
**Facilitated by:** Beverly Serrell, Serrell & Associates, Chicago, IL  
*Held offsite at the Canadian Museum of Nature. Bus will depart at 8:00 am from the front of the Hilton Lac Leamy. (Same bus for the workshop at the Canadian Conservation Institute).*

9:00 am – 3:30 pm  

**Workshop**

Fundraising Today and Tomorrow  
**Facilitated by:** Wayne Hussey, President, Wayne Hussey Consulting Inc.

9:00 am – 4:00 pm  

**Workshop**

Down and Dirty Social Media: Practical Lessons and Tools of the Trade  
**Facilitated by:** THEMUSEUM  
**Beginner Level:** Angela Olano, Director of Brand, Marketing & Digital Media and Laurel McKellar, Director of Programs & Exhibitions  
**Intermediate/Advanced Level:** Derek Weidl, Digital Media & Marketing Coordinator
Tuesday, April 24

1:00 pm – 4:00 pm

**Workshop**

**How to Get the Most out of People Around You: Collaborative Techniques for the Museum Planning Process**

**Facilitated by:** Phil Aldrich, Aldrich Pears and Vivianne Gosselin, Museum of Vancouver

1:00 pm – 4:00 pm

**Workshop**

**Mobile Boot Camp**

**Presented by:** The Canadian Heritage Information Network

**Facilitators and Presenters:** Nectarios Economakis, Google Canada; Deborah Drisdell, National Film Board of Canada; Sophie Godbout, nomad-e-learning; CHIN staff

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4:30 pm – 5:30 pm

**Welcome and Opening Keynote Address**

**Pre-empted for Happy Hour!**

Supported by: TOTAL TRANSPORTATION SOLUTIONS INC.

7:00 pm – 9:00 pm

**Optional Evening Event**

**Canada Aviation and Space Museum**

Buses will shuttle between the Hilton Lac Leamy and the Museum beginning at 6:15 pm. The last bus returns to the hotel at 9:00 pm. **Pre-registration required.**
Wednesday, April 25

7:30 am – 8:30 am
Breakfast with Exhibitors

8:45 am – 10:00 am
Official Conference Opening and Fellows Lecture
Museums and the Making of Meaning
Robert Sirman, Canada Council

10:15 am – 11:30 am
Educational Sessions

The Path to the Top
Moderator: Elizabeth McCrae, Canadian Museum of Nature
Panellists: Margaret Beckel, Canadian Museum of Nature; Marie Chapman, Canadian Museum of Immigration at Pier 21; Jack Lohman, Royal British Columbia Museum; Mark O’Neill, Canadian Museum of Civilization

2012 Ignite
Moderator: Angela Olano, THEMUSEUM
Presenters: Fiona Ciaran, Museum Disaster Preparedness; Kristina Huneault, Canadian Women Artist’s History Initiative; Samantha Semczyszyn, Museandia: Small Museums, Big Change; Kelly Eyamie, Social Media; Elise Hargraves/Liam Kennedy, Canadian Museums Association, Then and Now: Success Stories from Young Canada Works; France Gagnon, Musée de la civilisation, An app to engage young visitors in exhibition content

The Creative Use of Volunteers
Moderator: Sylvie Morel, CFFM-FCAM
Panellists: Carla Baggio, Canadian Museum of Civilization; Kathy Gibler, Dr. Sun Yat-Sen Classical Chinese Garden; Donna Lordon, Volunteers’ Circle, National Gallery of Canada; Nita Reed, Royal Ontario Museum

Youth Programming: Making It Click!
Presenters: Megan Docking, Bytown Museum and Yumi Webster, National Capital Commission

How to Play with a Full House:
Appropriate Divestment from Museum Collections
Moderator: Victoria Henry, Canada Council Art Bank
Panellists: Nancy Breugeman, UBC Museum of Anthropology; Charlie Hill, National Gallery of Canada

The Wrap Around Model of Campaigning
Presenter: Wayne Hussey, Wayne Hussey Consulting Inc.
Wednesday, April 25

11:30 am – 12:30 pm  
Mozart  
**Luncheon with Exhibitors**  
Supported by:  

12:45 pm – 1:30 pm  
Beethoven/Chopin  
**Keynote Address**  
*Arts for Action. Arts for Change.*  
Michaëlle Jean, Michaëlle Jean Foundation

1:30 pm – 2:00 pm  
Mozart  
**Ice Cream Break**  
Sponsored by:  

2:15 pm – 3:15 pm  
**Educational Sessions**  

*Leading Change*  
**Moderator:** Yves Théoret, Museum of Contemporary Canadian Art  
**Panellists:** Denise Amyot, Canada Science and Technology Museums Corporation; Bill Greenlaw, Nova Scotia Museum; Tom Perlmutter, National Film Board of Canada; Debbie Trueman, Nanaimo Museum

*Teen Voices: Bringing Them on Board Through Social Media*  
**Moderator:** Gary Goodacre, National Gallery of Canada  
**Panellists:** Lexie Buchanan, National Gallery of Canada; Susan Fohr, Textile Museum of Canada; Corey Timpson, Canadian Museum for Human Rights

*Three, Four, Open the Door: Keeping Up with Canadian Museums and the Youth Diversity Experience Project*  
**Moderator:** Meredyth Miller, Scarborough Museum  
**Panellists:** Katie Epp, Markham Museum; Devon Muhic, Scarborough Museum; Lelia Sfeir, McCord Museum

*Designing Relevant Exhibits for People Who Hate Museums*  
**Moderator:** Katy Tari, Orange-Kiwi  
**Panellists:** Sandra Gagné, Montreal Museum of Fine Arts; Carol Pauzé, Montreal Science Centre; Scot Geib, Public Architecture & Communications

*Risk Awareness: How You Can Help Protect Your Museum*  
**Presenters:** Lyne Erwin, Marsh Canada Ltd. and Kathryn Minard, on behalf of XL Insurance Company Ltd.
Contemporary Art at Historic Sites and Institutions

**Moderator:** Mike Steinhauser, Contemporary Arts Administrator

**Panellists:** Francisco Alvarez, Royal Ontario Museum; Heather Jessup, Dalhousie University; Judith Parker, Bytown Museum

New Ways to Resolve Cultural Property Disputes!

**Presenters:** John McAvity, Canadian Museums Association and Rina Pantalony, Tisch School of Arts, New York University

Art and General Well-Being in Health Care

**Moderator:** Pat Bovey, Pat Bovey Inc.

**Presenter:** Leona Herzog, University of Winnipeg

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2:15 pm – 3:15 pm

**CFFM AGM**

Open to CFFM members only.

3:30 pm – 4:15 pm

**Keynote Address 🅽 Carol Sprachman Memorial Lecture**

Jean Labonté, Paralympian Captain, Sledge Hockey

Supported by: CFFM | FCAM

5:00 pm – 5:45 pm

**ICOM Canada AGM**

Open to ICOM Canada members only.

6:00 pm – 7:00 pm

**Reception with Exhibitors**

*Included in conference registration and for Awards Dinner guests.*

7:00 pm

**2012 CMA Awards Dinner**

*SOLD OUT. Pre-registration required.*

7:00 pm

**Cocktail and Culture**

Not attending the 2012 CMA Awards Dinner? Join staff from THEMUSEUM, Kitchener/Waterloo on a pub crawl of downtown Ottawa ‘hot spots’. Transportation and cost of food and beverages are the individual’s responsibility. Meet in the lobby of the Hilton Lac Leamy at 7 pm.
Thursday, April 26

7:30 am – 8:30 am
Mozart

Breakfast with Exhibitors

8:45 am – 9:45 am
Beethoven/Chopin

Keynote Address
Culture, Identity and Climate — How Artists contribute to all Three

David Buckland, International Director of Cape Farewell

Supported by:

9:45 am – 10:10 am
Mozart

Networking Break with Exhibitors

10:15 am – 11:45 am

Educational Sessions

Museums and Policy
Moderator: Kristina Guiget, Public Policy Forum
Panellists: Julie Cafley, Public Policy Forum; Michele Coté, Musée de la civilisations de Québec; Hilary Pearson, Philanthropic Foundations Canada

Living with the Elephant in the Room
Moderator: Nathalie Bays, Oak Hammock Marsh Interpretive Centre
Panellists: Jacques Bourgeois, Oak Hammock Marsh Interpretive Centre; June Creelman, Canadian Museum for Human Rights; Phillipe Mailhot, St. Boniface Museum; Javier Schwersensky, Manitoba Museum

Moving Targets—Preserving Ephemera
Moderator: James Bourdeau, Canadian Conservation Institute
Panellists: Josée Bélisle, Musée d’art contemporain de Montréal; Joe Iraci, Canadian Conservation Institute; Ainsley Walton, National Gallery of Canada

How Interdisciplinary or Cross-Sectoral Collaboration Can Help Drive Innovation
Moderator: Mila Dechef-Tweddle, Nordicity
Panellists: Julie Lefebvre, Parks Canada; Phoebe Greenberg, Phi Centre; Shane Smith, TIFF Bell Lightbox

Is it Sexy Enough? Embracing the Topic of Sexuality in the Museum
Moderator: Bill Greenlaw, Nova Scotia Museum
Panellists: Vivianne Gosselin, The Museum of Vancouver; Gerry Lunn, Maritime Museum of the Atlantic; Carol Pauzé, Montreal Science Centre
Thursday, April 26

It’s Easy Being Green
**Walker**

**Moderator:** Lisa Making, Royal Tyrell Museum

**Panellists:** Ronal Jean-Gilles, Espace pour la vie Montréal; Janet Maltby, Nova Scotia Museum of Natural History; Angela Williams, Royal British Columbia Museum

Cultivating the New Canadian Audience
**Delfosse**

**Moderator:** Gillian Hewitt Smith, Institute for Canadian Citizenship

**Panellists:** Lori Abittan, Multimedia Nova Corporation; Ruth MacKenzie, Volunteer Canada; Alicia Vadermeer, Art Gallery of Ontario; Doug Wotherspoon, Algonquin College

11:45 am – 1:30 pm  
**Beethoven/Chopin**

**Luncheon with Exhibitors and Keynote Address**

Olivia Chow, Member of Parliament, Trinity-Spadina

1:45 pm – 2:15 pm  
**Beethoven/Chopin**

**CMA AGM**

2:30 pm – 3:00 pm  
**Mozart**

**Trade Show Closing**

3:15 pm – 4:15 pm  
**Beethoven/Chopin**

**Closing Keynote Address**

Chantal Hébert, Political commentator and columnist

4:30 pm – 5:15 pm

**Educational Sessions—Case Studies**

**Piecing Together the Past and Present for the Future**

**Presenters:** Lucie Heins and Sean Moir, Royal Alberta Museum

**The Identities of Museum Educators Amidst a Climate of Change: Life History Research and Development**

**Presenter:** Natasha Reid, Concordia University

**Blueprint for Program Redesign:**

**Artissimo**

**Presenters:** Gordon Filewych and Megan Richardson, National Gallery of Canada
Thursday, April 26

The Virtual Historian

**Presenters:** Daniel Rivet, Idéecliec and Stéphane Lévesque, University of Ottawa

Have Trunk Will Travel

**Session Chair:** Professor Yves Frenette
**Panelists:** Eva Wistoff Anderson, PTT Museum of Denmark; Wanda McWilliams and John Willis, Canadian Museum of Civilization

ICOM Canada—How Can We Help?

**Presenter:** Manon Blanchette, Pointe-à-Callière

NextGen: Canada—Building Leadership Capacity in the Museum Sector

**Moderator:** Alexandra Hatcher, Alberta Museums Association
**Panellists:** Sandra Dyck, Carleton University Art Gallery; Kyla Tychkowsky, Royal Alberta Museum; Kim Verrier, Red Deer Museum and Art Gallery

The Access 2 Loyalty Program

**Presenter:** Brian Chan, Easter Seals Canada

5:30 pm – 6:30 pm

CMA 2013 Reception

7:00 pm

Closing Banquet
Happy 65th Anniversary CMA!

The Canadian Museum Association is 65 this year, and we’re celebrating by reliving the fabulous post-War 1940s, when CMA was born! **Dress up in your best Forties-style “victory clothes”** and join us for dinner and dancing to a Benny Goodman-style band. **Pre-registration required.**
Friday, April 27

Post-Conference Workshop
Understanding Legal Issues in Museum Management: An IAL Workshop
Facilitated by: The Institute of Art and Law Study Forum

Presenters:
- Norman Palmer CBE QC (3 Stone Buildings, London, United Kingdom) — Convener: Understanding loan agreements and intercepting and resolving potential legal disputes (including third party claims)
- Hélène Deslauriers (Fluxys, Brussels, Belgium): Understanding contractual terms in relation to cultural property agreements
- Alexander Herman (Laglois Kronström Desjardins, Montreal, Quebec): Understanding import/export regulations of cultural property
- Glen Bloom (Osler, Hosler & Harcourt, Ottawa, Ontario): Understanding IP rights in a museum context

Fee: $249. Limited to 50 delegates.
For more information, please visit www.ial.uk.com

9:00 am – 3:00 pm
Offsite

Post–Conference Mobile Workshop
Science, Technology and Grandeur
Fee: $55. Limited to 45 participants.

Notes