

museum enterprises conference

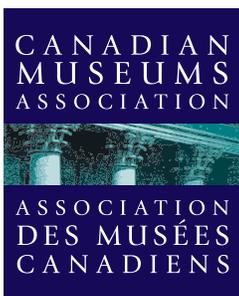
January 24-26, 2019

Toronto Marriott Bloor Yorkville

Celebrating
25
years!

**The one-stop conference that
will help you generate more \$\$\$
and increase visitor satisfaction!**

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The one-stop conference that will help you generate more \$\$\$ and increase visitor satisfaction!

As retail experience and visitor engagement professionals, a vital part of our job is to make visitors feel welcomed while maximizing revenue. We ensure that our institutions are relevant and that each and every visitor understands their value and importance to us. The 25th annual Museum Enterprises Conference will focus on best practices, sharing ideas, and how we can work together. The program for MEC 2019 has been designed to expand your business/visitor experience and entrepreneurial skills to maximize the results of museum-based commercial activity in your institution. This is the one-stop conference to help you generate more money and deliver a higher level of visitor satisfaction!

Who Should Attend?

If you are involved in revenue generation, retail and food operations, visitor services, admissions, membership, rentals and special events then this is the Conference for you!

The top 6 reasons why your institution should support your participation in the 25th annual Museum Enterprises Conference:

- Find solutions to issues you currently face.
- Share innovative ideas and best practices with others in the cultural commerce community and learn firsthand what others are doing.
- Discover tools to thrive in this changing economy and business environment.
- Gain valuable information from leaders in our sector.
- Visit the MEC Expo with vendors that understand your visitors and your merchandising needs.
- Network with your colleagues from across Canada!

The value of your attendance at MEC 2019:

- Focus on what you will specifically bring back to your institution as return for the investment.
- Offer to share what you've learned with your colleagues by delivering a short presentation and Q&A upon your return. That way, others in your institution will also benefit from your attendance.

Tips on saving money at the Conference:

- Apply for a **CMA bursary**.
- Watch for seat sales on Canada's airlines.
- Book your hotel room early to be sure you reserve a room at the conference rate.
- Share a room to reduce hotel expenses. Let us know if this is of interest to you.
- Send three or more delegates from your institution and enjoy additional savings of 10% off the registration fee.

Acknowledgements

Thank you to the following individuals, who have all been instrumental in the planning of this conference. They are a group of volunteers who work diligently to develop useful programming to meet your needs!

- Cindy Desrochers — *Finance and Retail Operations Manager, Saint-Boniface Museum*
- Nick Foglia — *Director, Marketing, Communications and Sales, McMichael Canadian Art Collection*
- Nancy Helmers — *Engagement Manager, Art Gallery of Burlington*
- Robert Laidler — *Board Member, Museums Foundation of Canada*
- Sue Lamothe — *Director, Finance and Operations, Canadian Museums Association*
- Constance MacDonald — *VP Programs, Events, Commercial Services, Royal Ontario Museum*
- Sue-Ann Ramsden — *Director, Museum Enterprises, Canadian Museums Association*
- Malcolm Smith — *Retail Sales and Product Development Manager, Canadian Museum of Immigration at Pier 21*
- Michael Wallace — *Executive Director, Theatre Museum Canada*



Accommodation

The **Toronto Marriott Bloor Yorkville** in downtown Toronto is the host hotel for MEC 2019. To book a room at the specially-negotiated rate of \$172 [click here](#).

Or if you prefer, call **1-800-859-7180** and quote the group name: **MEC2019**. Please reserve ASAP and no later than by **January 7, 2019** to guarantee this special rate!

