Developing successful commercial activities has become a crucial area of museum operations and when done successfully can generate significant income but competition is getting tougher and consumer spending is down. At the same time it has become all about the visitor experience. People working in museums need to keep up-to-date with trends, understand the wants and needs of their visitors and make the appropriate decisions. MEC 2017 has been specifically designed to develop your business confidence and entrepreneurial skills that will help maximize the results of museum-based commercial activity in your institution.

The objectives of the 2017 Museum Enterprises Conference (MEC) is to:

- Demonstrate innovative ideas and practices
- Explore diverse opinions
- Provide examples of best practices and innovative solutions
- Debate controversial issues
- Challenge assumptions
- Stimulate discussion and delegate engagement
- Offer extensive opportunities to network

in essence, to learn from our knowledgeable keynote speakers and from one another!

Through a mix of presentations, round tables, open forum discussions and networking opportunities, an extensive list of topics will be addressed during this three-day conference.

**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!

**Join us at MEC 2017….you don’t want to miss it!**

Sincerely,

The 2017 Museum Enterprises Conference National Planning Committee…a group of volunteers who work diligently to develop useful programming that meets your needs!

Chantal Demers, Canadian Museum of History, Gatineau, QC
Nancy Helmers, Burlington Art Gallery, Burlington, ON
Robert Laidler, Museums Foundation of Canada, Niagara-on-the-Lake, ON
Sue Lamothe, Canadian Museums Association, Ottawa, ON
Constance MacDonald, The Royal Ontario Museum, Toronto, ON
Sue-Ann Ramsden, Canadian Museums, Association, Ottawa, ON
Malcolm Smith, Canadian Museum of Immigration at Pier 21, Halifax, NS
Brenda Tuppert, Musees de la Civilisation, QC
Michael Wallace, Theatre Museum Canada, Toronto, ON
THURSDAY, JANUARY 26

8:00 am .......... Registration
8:00 am .......... Welcome Coffee
8:45 – 9:00 am .......... Symposium Opening & Welcome
9:00 – 10:00 am .......... Keynote Address
   John Grimes, Executive Director, Mission + Strategic Solutions, Inc.
   The Age of Objects is Over: Human Relationships and the Future of Museums
   For more than two centuries, museums have sustained themselves by providing privileged access to rare and interesting objects situated in didactic settings. Now, this traditional model, by itself, is becoming outmoded, as peoples’ time and attention is increasingly focused on managing massive streams of digital information and online social networks. More than ever, it is critical for museums to find new ways to build and strengthen social relationships with and among existing and prospective audiences, in order to stay relevant and viable. Employees that interact with visitors, especially those in “front line” positions, have an essential role to play.
   About Your Presenter: John R. Grimes is Executive Director of Mission + Strategic Solutions, Inc. a Kelowna, B.C.-based consultancy which advises non-profit organizations on strategy, fundraising, and governance. Grimes is a former museum director and curator with more than 40 years’ experience with museums and non-profits.
10:00 – 10:20 am .......... Networking Break
10:20 am – Noon .......... Sharing Solutions 2017
   Over the past 20+ years, the category-based discussion groups offered during the conference have generated hundreds of topics for discussion. This is your chance to share your innovative solutions and learn from your peers during this interactive session. Discussion Groups have been broken down according to the operational budget of your institution + at your request the length of this session has been extended to provide each of you with ample opportunity to be heard.
   1. Budgets less than $100,000
   2. Budgets $100,000 – $499,000
   3. Budgets $500,000+
Noon – 1:00 pm .......... Lunch

The program is subject to change. Visit museums.ca for updates and additions. All sessions are in English. Simultaneous translation will not be provided, but many speakers and attendees are bilingual.
Educational Sessions

1:15 – 2:15 pm

1. Whose Hands are in the Cookie Jar?

Who is responsible for the majority of losses incurred? This session discusses a critical but often unpopular topic of theft by customers and employees. Case studies and discussion of your concerns will provide tips for identifying risk and implementing cost-effective mitigation steps.

2. What Benefits Do Members Value? A Case Study

Presenter: Nick Foglia, McMichael Canadian Art Collection

There are two ways to look at membership — acquisition and retention. To acquire members, you have to persuade and sell. To retain members, you have to remind and remind about the benefits and advantages of remaining a member. But do you know which benefits are driving member satisfaction? This presentation will focus on the findings of a study conducted with current and lapsed McMichael members in December 2015 and its impact on their membership offering.

2:30 – 4:00 pm

Educational Sessions

1. Actionable Strategies:
Using Digital Marketing to Grow an Engaged Museum Community

Presenters: Larry Chartier and Lisa Matheson, CMSintelligence, Inc.

Use your digital marketing activities to get more people to join your museum community, visiting more often, both in-person and online. Join Lisa Matheson and Larry Chartier, Partners in CMSIntelligence Inc., a Ontario-based website and online marketing agency, to explore ‘actionable’ strategies for reaching, engaging and maintaining your museum community through your digital activities.

This session will discuss:
- Your website: the strategic balance between form (design) & function (usability)
- Developing content that ‘calls’ your audience to ‘action’
- Using A/B testing to test & optimize digital strategies
- How to reconnect with ‘soft interest leads’ and get them to ‘stick’
- Leveraging Lead Generation Magnets to expand your database
- Using Social Media strategically to generate results that you can measure

The bottom line: Improved audience engagement to create a stronger museum community and more action – increased museum visits, increased memberships, growing database lists, increased product / F&B sales.

2. Customer Service in Museums and Art Galleries

Presenters: Cheryl Blackman and Eva Tolkunow, Royal Ontario Museum

Canadian museums have done a wonderful job of preserving history and culture and art for the enjoyment of all Canadians, whether in a large city such as Ottawa and Montreal, but also in smaller communities sprinkled throughout the country. However, often the visitor experience is not the primary investment focus, given tight budgets and small staff resources. Some museums in Canada have begun investing significant dollars into customer service in recent years, and it is not always those with the largest annual attendance. Many museums strive to serve the customer and quickly resolve any customer complaints or inquiries. However, most museums don’t have access to a call centre for customer inquiries, and those that do often have limited hours and very limited budgets for investment in infrastructure. We often measure our museums against other similar venues in the US and in the world on visitor experience, but is this a fair comparison? How do Canadian museums really compare in customer service investment and how can we use this information to justify the investment of precious resources? Will an investment in customer service and better visitor experience translate into a return on investment for Canadian museums?
CMA EXPO and Stars + Dogs Reception

MC: Chantal Demers, Canadian Museum of History

Meet suppliers and artisans whose products range from apparel and fair trade products to jewellery to decorative accents. Join your colleagues and valued exhibitors in an entertaining icebreaker that’s sure to be loaded with lots of laughs. Bring your best selling “Star” item (by dollar value or volume and turn) plus one “Dog” item. They’ll be displayed anonymously. Delegates and exhibitors will have the opportunity to guess which are the stars and which are the dogs.

ENTER THE DRAW FOR WONDERFUL PRIZES! To qualify for the draw, have the exhibitors initial your ballot. Deposit your completed ballot at the Prize Table by 6:30 pm on Thursday, January 26. YOU MUST BE PRESENT TO WIN!

FRIDAY, JANUARY 27

8:30 am ..................... Information

8:30 – 9:00 am ............... Morning Coffee

9:00 – 10:00 am ............. Keynote Address

Josh Basseches, Director and CEO, Royal Ontario Museum (TBC)

10:00 – 10:15 am .......... Networking Break

Educational Sessions

10:15 – 11:45 am ..... Innovation in Front-Line Visitor Services, Visitor Experiences

Presenters: Al Chapman, Legislative Assembly of Alberta and David O’Hara, City of Toronto, Fort York National Historic Site

Both the Legislative Assembly of Alberta and Fort York opened new Visitor Service centres in the fall of 2016. In conjunction with their respective openings, they presented the Magna Carta travelling exhibition. Two seasoned visitor service professionals will share their expertise in the field, including taking a visitor services department through a new building construction or renovation, the launch of a high profile travelling exhibition and the resulting fallout — both good and bad. Delegates will be able to see first hand Friday afternoon the new Visitor Services Centre at Fort York.
Copyright, Licensing and the Museum or Gallery Store: What You Need to Know

Presenters: Tanya Anderson, Canadian History Museum and Constance MacDonald, Royal Ontario Museum

Laws regarding copyright and licensing can at times be a bit overwhelming. Managed incorrectly, your brand identity and rights can be at risk. Join our experts as they unravel the intricacies of one of this often misunderstood aspect of business law. Through this session you will learn:

- How to protect your trademark
- How to deal with trademark infringement
- What is copyright
- What can and cannot be copyrighted
- Who you should consult and work with at your institution to ensure you are following all of the rules.

Noon – 1:00 pm .......... Lunch

1:30 – 5:30 pm ............... Offsite Mobile Workshop

Look at how others do it! Notice we haven’t called this a tour? That’s because it’s so much more: educational in scope and designed for you to bring back ideas to your museum that you will be able to implement. Included in the Conference registration fee.

Fort York National Historic Site

The City of Toronto opened the new Visitor Centre at Fort York in the late fall of 2014. The award winning building, which was designed by the Canadian team of Patkau Architects Inc / Kearns Mancini Architects Inc, helps the Fort tell its 200-year story and orient visitors to the entire 43-acre National Historic Site. Fort York houses Canada’s largest collection of original War of 1812 buildings and 1813 battle site. Located in the heart of downtown Toronto, Fort York is open year-round and offers tours, exhibits, period settings, and seasonal demonstrations. During the summer months, the site comes alive with the colour and pageantry of the Fort York Guard. MEC delegates will be taken on a tour the site, the Visitor Centre, and the recently installed exhibits within.
SATURDAY, JANUARY 28

8:30 am .......................... Registration/Information

8:30 – 9:00 am ............... Morning Coffee

9:00 – 9:45 am .............. Keynote Address

Alan Mallory, *Mount Everest Climber*

Climbing Mount Everest is considered one of mankind's greatest feats of human endurance. The two-month quest to reach the highest point on earth is a journey filled with unparalleled challenges and some of the roughest and most extreme conditions imaginable. In the spring of 2008, Alan Mallory embarked on the adventure of a lifetime and set a world record along with four members of his family after an incredible self-guided expedition on the mountain. The expedition challenged the mental, emotional and physical limits of their entire beings and at every stage of the ascent demanded an unwavering commitment to resilience and perseverance. Alan's keynote is a gripping and informative presentation that is supported by many of the stunning photos and short video clips captured along the gruelling trek to the top. It highlights the importance of many leadership qualities such as strategic planning, innovation, effective communication, teamwork and trust as well as the mentality and passion involved in conquering one’s own Everest, whatever that may be. From Alan's terrifying experience of running out of oxygen on the summit ridge to when they thought they had lost his sister Laura forever, it seemed as though every section of the climb had some terrifying hardship to overcome. The real story is much more than the climb however; It is about a unique team that set a ambitious goal, pursued it with a passion, and eventually achieved success. The powerful lessons learned during the intense and many times critical situations encountered during the expedition can be applied to all walks of life, including the role each of you plays as a critical team member at your museum or gallery!

9:45 – 10:00 am .......... Networking Break

10:00 am – Noon .......... Educational Sessions

1 Can Virtual Phenomenon’s Boost Your Visitation and Retail Sales?

The *Pokémon Go* smartphone app has created plenty of buzz since its release in the summer of 2016. More than 15 million people have downloaded the app from the Apple Store. That’s 15 million case studies for how potential visitors/shoppers are getting used to and using augmented reality-based apps within their daily life. This phenomenon could be great news for museums and galleries, which have been seeking ways to increase visitation. What does the popularity of the *Pokémon Go* smartphone app say about the potential of augmented reality for your institution? Do you see such gamification efforts becoming major traffic-driving tools? Or does the phenomenon say more about app engagement? This session will explore both the good and the bad about virtual engagement and how best to tap into this new market.
What’s in a Name? Members, Contacts and More

Presenter: Margaret Chrumka, Manager of Operations, Kamloops Art Gallery

This session will consider what variously sized institutions are doing to collect contact and membership information. We will consider why this information is useful and specifically what information, when. In 2013, the Kamloops Art Gallery moved from a DOS based membership database, multiple and duplicate excel spreadsheets and a few sticky notes to an affordable cloud-based database. We will spend this session talking about the different ways we can capture information about our visitors and members and how we can put it to use. Following this session, participants will be able to put systems in place and enhance systems to capture contact information in an effort to increase engagement and memberships.

12:15 – 1:45 pm

Lunch and Learn

Presenters: Robert Laidler and Sue-Ann Ramsden, Canadian Museums Association

Enjoy lunch with you colleagues and hear about the latest products available from the CMA Wholesale Consortium Program. As well, you’ll see what we have in store for the special CMA Canada 150 product line — designed exclusively for museums and galleries.

2:00 – 4:30 pm

Half-Day Workshop

Taking Leadership to New Heights

Presenter: Alan Mallory, Mount Everest Climber

This engaging workshop expands on the information shared during Alan’s keynote while incorporating more interactive discussion and short hands-on activities. Participants will explore various elements of working through communication challenges, maintaining a leadership mindset, healthy interpersonal dynamics and methods for building a level of trust in professional relationships. Examples from Everest and Denali (Mt. McKinley) are used to illustrate various dynamics of effective leadership and human interactions, with parallels being drawn between situations encountered during mountaineering and those in the workplace.

4:30 – 4:45 pm

Conference Closing

5:00 – 7:00 pm

Closing Reception

Westin Prince Hotel, Toronto

Room rates held at 2016 prices!
westinprincetoronto.com

Register Now!
museums.ca/event/conferences_mec_2017
or 613-567-0099 ext. 233
I agree that my name and contact information as it appears above will be included in the delegates’ list. This document will be made available to the delegates and exhibitors attending the MEC 2017.

I agree to receive electronic communications from the CMA.

CANCELLATION POLICY: Only written cancellations will be considered. Fees for cancellation prior to January 13, 2017 will be refunded less a 25% administration fee. Due to financial commitments made in advance, no refunds will be granted after January 13, 2017.

I have read and hereby acknowledge the cancellation policy.

Signature: ________________________________

Name ___________________________________________________

Title _____________________________________________________

Institution ________________________________________________

Address _________________________________________________

City _____________________________________________________

Province ________________ Postal Code ____________________

Telephone # ______________________________________________

Fax # ___________________________________________________

Email ___________________________________________________

☐ I require vegetarian meals.

☐ I have allergies to: ______________________________________

CMA membership number ________________________________

Apply for a travel bursary at www.museums.ca/site/bursaries

All-inclusive Registration  
(Friday mobile workshop included in pricing)  

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| Celebration Rate  
(register by November 30, 2017) | $550 | $650 |
| Early Bird Rate  
(register by January 11, 2017) | $620 | $720 |
| Late Rate  
(register after January 11, 2017) | $690 | $790 |

Daily Registration  

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☐ Cheque enclosed (payable to the Canadian Museums Association).

Please charge my:  
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Westin Prince Hotel, Toronto  
January 26–28, 2017

Save with our 2017 Celebration Rate!  
In honour of Canada’s 150th birthday and CMA’s 70th anniversary, we are offering this special rate.