



# GAME CHANGER

CANADIAN MUSEUMS ASSOCIATION  
**NATIONAL CONFERENCE 2017**  
APRIL 4-7, 2017 | **OTTAWA**

To register, visit [museums.ca/site/cma2017](http://museums.ca/site/cma2017)

## CHANGING THE GAME

Museums are key architects of Canadian heritage and culture! What would Canada's museums and galleries look like if we defied conventional wisdom, took greater risks in how we deliver, facilitate and select cultural stories, programming and content, and really changed our game?

Ottawa 2017 will be a dialogue of just that and what museums could look like in the future. Imagine that future when:

- people embrace the power of what museums offer;
- museums are empowered to be proactive;
- the world is your community and the community is your world;
- you are not limited by your bricks and mortar; and
- you have the resources to make things happen.

In April 2017, we'll come together in the nation's capital, Ottawa, to share ideas, voice suggestions and formulate strategies of what we as museum professionals can do to change the game. Please join us.

**In 2017, let's change the game!**

## ACCOMMODATION

The Westin Ottawa Hotel has been selected as our host hotel for the 2017 CMA National Conference. A block of rooms has been reserved for Conference delegates. To take advantage of our special Conference rate for single and double occupancy, starting at \$199 (+ taxes), please reserve your room before March 10, 2017. Please book your room at the following link:

[www.starwoodmeeting.com/Book/CMA70thAnniversaryAGM](http://www.starwoodmeeting.com/Book/CMA70thAnniversaryAGM)

Delegates may also call central reservations at 1-800-WESTIN-1, quoting either "CMA's 70th Anniversary Spring AGM" or group code (GMSEU7) to obtain the group rate.

**The Westin Ottawa Hotel | 11 Colonel By Drive | Ottawa, ON**

**A special thank you to the following for their support of the Conference:**



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CANADA SCIENCE AND TECHNOLOGY MUSEUMS CORPORATION  
SOCIÉTÉ DES MUSÉES DE SCIENCES ET TECHNOLOGIES DU CANADA



Canadian Conservation Institute  
Institut canadien de conservation



**TOTAL** | MUSEUM AND FINE ARTS SERVICES INC.  
A MEMBER OF THE TOTAL TRANSPORTATION GROUP OF COMPANIES



Watch for:

**70** SPECIAL  
ANNIVERSARY PRICING

CMA is celebrating with you by providing a special price on designated events.

## Study Tours – Offsite Insights

The 2017 CMA Conference offers three pre-conference Study Tours:

- Behind-the-Scenes Tour: Conservation, Preservation and Technology

*Canadian Conservation Institute and Canada Science and Technology Museum*

- The Three R's: Redesign, Reinstall and Reinterpret

*National Gallery of Canada*

- A Treasure Trio: Behind-the-Scenes

*Canadian War Museum, Bank of Canada Museum and Ottawa Art Gallery*



## Educational Workshops

Full-day :

- Rapid Strategic Planning – An Oxymoron or a Brilliant Tool for Smaller Museums and Galleries?
- A Playful Approach to Envisioning Museums in 2042
- Toolbox for Delivering and Developing School Programs: Changing the Game of How We Develop and Deliver
- How Do We Know What We Know? Implementing Historical Thinking in Museum Programs

Half-day :

- Inclusive Design Practices: Strategies and Skills for Museum Practitioners
- Serious Fun: Gamifying the Way We Train Our Staff & Volunteers
- What's Next for Museums?
- 3D Media and the Future Museum: Storytelling with VR, AR and Mixed Reality

## Inspiring Keynote Speakers

- Joseph Boydon  
*Novelist, short-story writer, and journalist*
- Michael Peter Edson  
*Co-founder, Associate Director and Head of Digital at the UN Live Museum for Humanity*
- Sarah Parcak  
*"Space Archaeologist" and 2016 TED Prize Winner*

## Educational Concurrent Sessions

- Game-Changing Projects for the 21<sup>st</sup> Century Art Museum
  - Let's Keep Learning from Our Mistakes
  - Beyond Rhetoric; Beyond Neutrality: Introducing Three Game Changers
- ...and many, many more!

## Evening Events

### Tuesday, April 4

- Beautiful and Deadly Reception

*Canadian Museum of Nature*

### Wednesday, April 5

- 5,4,3,2,1...Blast Off!

*Canada Aviation and Space Museum*



### Thursday, April 6

- Inspired by Canadians!  
*Canadian Museum of History*

### Friday, April 7

- CMA Awards Ceremony and Reception
- Celebrate 70!  
*Westin Hotel*



### Wednesday, April 5

#### CMA EXPO Opening and Reception with Exhibitors

Showcasing the latest in exhibit design, technology, lighting, security, transportation services and countless other products and services.

Visit [museums.ca/site/cma2017](http://museums.ca/site/cma2017) for more information.