



museum enterprises

2018 conference

Designed especially for personnel involved in: admissions, engagement, facility rentals, food services, membership, retail services, revenue generation, special events and visitor services!

THURSDAY, JANUARY 25

Simultaneous Interpretation will be offered on Thursday January 25!

9:00 – 10:00 am

Keynote Address

Caring on Purpose: Transforming the Customer Experience

Dave Carroll, Songwriter & Social Media Innovator

10:15 – 11:15 am

Keynote Address

Developing the McMichael Brand

Ian A.C. Dejardin, Executive Director, McMichael Canadian Art Collection

11:15 am – 12:15 pm

Educational Sessions

1 Curated Artisanal Products

Kena Paranjape, BRIKA

2 To Charge or Not to Charge:

Admission Fees and Value

Chantal Demers, Canadian Museum of History;

Margaret Chrumka, Kamloops Art Gallery;

Stefan Deprez, Remail Modern;

Nancy Helmers, Art Gallery of Burlington

12:15 – 1:15 pm

Birds of a Feather Luncheon

1:30 – 3:00 pm

Educational Sessions

1 Successful Volunteer Management: A Checklist

Becky Hewis, Art Gallery of Burlington

2 Shaping the Visitor Experience Through Way Finding

Michael Wallace, Theatre Museum of Canada; **Entro**

3:00 – 4:30 pm

Educational Sessions

1 Buses and Boats: Busy to Bananas — Adapting your Focus to Group Tourism

Malcolm Smith, Canadian Museum of Immigration at Pier 21

2 Simply the Best

Margaret Chrumka, Kamloops Art Gallery;

Meredith Berriman, Ottawa Art Gallery;

Angeline Laffin, Canadian Museum of Nature;

Connie MacDonald, Royal Ontario Museum;

Sandy Trueman, Bytown Museum;

Michael Wallace, Theatre Museum Canada

4:30 – 7:30 pm

EXPO & Stars + Dogs Reception

Register early and save with our 2018 Celebration Rate!

Plus, attend MEC 2018 and receive a \$150 credit* towards the 2018 CMA National Conference. Registration opens soon at: museums.ca/event/enterprises2018 or call **613-567-0099 ext. 233**. *The credit is non transferable and does not apply on daily registrations.

Book your room at the MEC 2018 conference hotel

The **Toronto Marriott Bloor Yorkville** in downtown Toronto has been selected as the host hotel for MEC 2018. Visit museums.ca/site/conferences_mec for more information or call **1-800-859-7180** and quote the group name **MEC2018**.

FRIDAY, JANUARY 26

8:30 am – 5:00 pm

Offsite Mobile Workshop

Here's your opportunity to see how others do it! Enhance your training with our full-day workshop

- **Canadian Food And Wine Institute**
- **Wine Visitor And Education Centre**
- **Niagara College Teaching Brewery**
- **Benchmark Restaurant**

SATURDAY, JANUARY 27

9:00 – 9:45 am

Keynote Address

Taking Leadership to New Heights

Steve Driscoll, Artist

10:00 am – noon

Educational Workshop

How to Engage Millennials

Christina Mash, Communications and Membership Engagement Specialist

Noon – 1:15 pm

Luncheon and an Update on the CMA Museum Retail Consortium

Increase Your Retail Sales!

Kim Gray, Royal Alberta Museum;

Robert Laidler, Museum Foundation of Canada;

Sue-Ann Ramsden, Canadian Museums Association

1:30 – 4:30 pm

Half-Day Workshop

Branding the Museum Visitor Experience

Brian McAlonie, Vice President, Client Services
Thinking Outside the Square

5:00 – 6:30 pm

Closing Reception