



museum enterprises 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 26

9:00 – 10:00 am

Keynote Address

John Grimes, Executive Director, Mission+ Strategic Solutions, Inc.

10:20 am – noon

Sharing Solutions 2016

- 1 Budgets less than \$100,000
- 2 Budgets \$100,000 – \$499,00
- 3 Budgets \$500,000+

1:15 – 2:15 pm

Educational Sessions

- 1 Whose Hands Are in the Cookie Jar?
- 2 Which Benefits Do Members Value?

Nick Foglia, McMichael Canadian Art Collection



2:30 – 4:00 pm

Educational Session

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

Larry Chartier and **Lisa Matheson**, CMSintelligence, Inc.

- 2 Customer Service in Museums and Art Galleries

Cheryl Blackman and **Eva Tolkunov**, Royal Ontario Museum

4:00 pm – 7:00 pm

CMA EXPO and Stars & Dogs Reception

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.

FRIDAY, JANUARY 27

9:00 – 10:00 am

Keynote Address

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

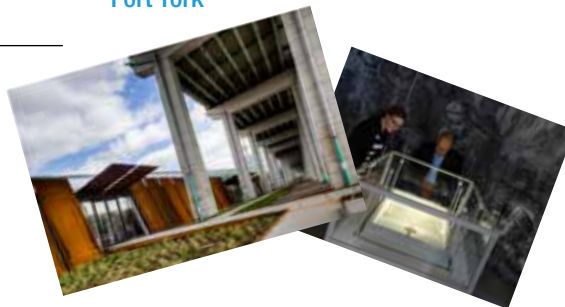
10:15 – 11:45 am

Educational Sessions

- 1 Innovation in Front-Line Visitor Services, Visitor Experiences
- Al Chapman**, Legislative Assembly of Alberta
David O'Hara, City of Toronto, Fort York
- 2 Copyright, Licensing and Your Retail Store: What You Need to Know
- Tanya Anderson**, Canadian Museum of History
Constance MacDonald, Royal Ontario Museum

1:30 – 5:30 pm

Offsite Mobile Workshop Fort York



SATURDAY, JANUARY 28

8:45 – 9:30 am

Keynote Address

Taking Leadership to New Heights
Alan Mallory, Mount Everest Climber

9:45 – 11:00 am

Educational Sessions

- 1 Can Virtual Phenomena Boost Your Visitation and Retail Sales?
 - 2 What's in a Name? Members, Contacts and More
- Margaret Chrumka**, Kamloops Art Gallery



Noon – 1:45 pm

Luncheon and Learn

Increase Your Retail Sales!

Learn about the CMA Wholesale Consortium Canada 150 Product Line

2:00 – 4:30 pm

Workshop

Conquer Your Own Everest

Alan Mallory, Mount Everest Climber

Come prepared to tackle mental and physical challenges!

5:00 – 7:00 pm

Closing Reception

January 26 – 28, 2017

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

