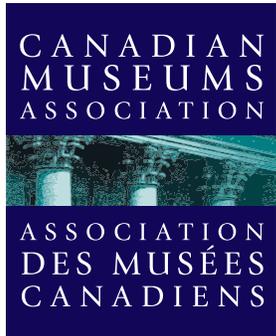


why travel?

CANADIAN MUSEUMS ASSOCIATION

# TRAVELLING EXHIBITION SYMPOSIUM 2015

DECEMBER 2-3, 2015 • GATINEAU, QUEBEC



 [Click to register online.](#)

The sustainability of our institutions is at a critical turning point. With government grants and private contributions falling, institutions are looking for creative and alternate revenue and innovative partnership strategies. Can one of the answers be found in travelling exhibitions?

Produced by a large cast of characters, travelling exhibitions or programs commence with the strength and depth of a collection, a curator's idea, a director's enthusiasm, a partnership opportunity through to the critical support of the Board of Directors and sponsors.

Travelling exhibitions can have educational value and be exquisitely designed. They need to be dynamic. They can reach a great number of visitors and introduce new audiences for the hosting institution. Or they can fall flat on their face. The value and eventual success or failure is in the concept, the integrity of the selected objects and the functionality and versatility of the design.

Through a mix of presentations, round tables, open forum discussions and networking opportunities, an extensive list of topics will be addressed, including:

- Trends and strategic positioning
- Logistics and standards
- Innovative partnerships

At the conclusion of the Symposium, delegates will leave with a comprehensive understanding of the practicalities, solutions to logistical challenges and an expanded network of collaborators and partners.

Unless otherwise specified, all the sessions will take place in the Notre-Dame room of the Four Points by Sheraton Hotel & Conference Centre, 35 Laurier Street, Gatineau, QC J8X 4E9.

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

**Armstrong**  
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[www.museumspartner.com](http://www.museumspartner.com)



**TOTAL**  
TRANSPORTATION SOLUTIONS INC.



## WHO SHOULD ATTEND?

The Symposium is particularly recommended for staff of both borrowers and lending institutions — curators, registrars, travelling exhibition coordinators, exhibition designers, development and marketing officers.

# SYMPOSIUM AGENDA

## WEDNESDAY, DECEMBER 2

8:00 – 8:45 am **Registration/Networking**

8:45 – 9:00 am **Official Welcome**

**David Marskell**, *Director, THEMUSEUM and CMA Board Member*

**Overview of Symposium**

**Julie Leclair**, *Canada Science and Technology Museums Corporation*

9:00 – 10:00 am **Opening Keynote**

**Traveling Exhibitions:  
Meeting Mission, Making Budget and Moving Visitors**

**Myriam Springuel**, *Interim Director, Smithsonian Institution Traveling Exhibition Service*



Those offering traveling exhibitions and those booking the exhibitions must achieve all three repeatedly in a field that is changing rapidly with shifts in funding sources, fundraising strategies, and changing expectations of visitors and of host venues. Are the questions the same for major or mid-sized museums and for community-based historic sites or cultural centers? How different are the strategies if the goal of a traveling exhibition is to attract tourists, new visitors from the community, or frequent museum-goers? Myriam Springuel will discuss how SITES (Smithsonian Institution Traveling Exhibition Service) has traditionally answered these questions and is evolving to reflect recent trends in the museum field.

**About your presenter:** Myriam Springuel brings 30 years of experience in museum management to her position as interim director for the Smithsonian Institution Traveling Exhibition Service (SITES). SITES is the largest traveling exhibition program in the world and for 60 years has been the Institution's main exhibits ambassador beyond Washington, D.C.

This is a return to SITES for Springuel who served as director of education and later associate director for programs at SITES from 1986 to 1994. After leaving SITES, she founded Springuel Consulting to help museums and cultural organizations respond to change and prepare for the future with clarity about their mission and priorities. Prior to SITES, she curated fine arts exhibitions and developed education programs at The Ringling in Sarasota, Fla.

Springuel is a frequent presenter at conferences, has published in museum journals and newsletters, and has served on grant review and national advisory committees. She has also served on the boards of professional and nonprofit organizations. Springuel has a master's degree in art history from the University of Maryland, and graduated magna cum laude from Tufts University.

10:20 am – Noon **It's All About the Money, Honey!**

**Moderator: Susan Neale**, *Peterborough Museum & Archives*

**Panellists: Marie Chapman**, *Canadian Museum of Immigration at Pier 21*; **George Stanois**, *Goldie Company*; **Guylain Thorne**, *Department of Canadian Heritage*

There is little doubt that funding Travelling Exhibition development has become more and more of a challenge as it takes place in an ever increasingly competitive environment. Learn from our panelists how you can tap into traditional sources of funding as well as how new approaches to campaigns during times of radical economic change can open doors and positively impact the outcome of your programs. Interactive discussion amongst the panelists and participant questions will determine if in the end it really is all about the money!

# SYMPOSIUM AGENDA

Noon – 1:15 pm

## Luncheon

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1:30 – 2:45 pm

## The Nuts and Bolts of Travelling Exhibitions

**Moderator:** Jane Sirois, *Canadian Conservation Institute*

**Panellists:** Janick Aquilina, *Canada Travelling Exhibitions Indemnification Program, Department of Canadian Heritage*; Pierre Béchar, *PACART*; Paul Marcon, *Canadian Conservation Institute*

Whatever the reason for developing a traveling exhibition, even the best laid plans will go awry for lack of planning. Our seasoned panelists will share a diverse mix of perspectives on how you can ensure that all of the critical elements are addressed properly. Whether it's your first time to bat or you're a seasoned pro, this session will help you ensure success in the creation and delivery of your travelling exhibit. Happy Travels!

3:00 – 4:30 pm

## Innovative Partnerships... Inspiring Change in How We Think

**Moderator:** Dany Brown, *Musées de la civilisation*

**Presenters:** Kerry-Leigh Burchill, *Canada Agriculture and Food Museum*; Christine Dufresne, *Pointe-à-Callière, Montréal Museum of Archaeology and History*; Danièle Goulet, *Canadian Museum of History*; Michelle Watson, *CultureTrove*

Unprecedented partnerships can breathe new life into an institution, providing everyone involved, including the visitors, with new and exciting opportunities. Four diverse institutions will explore recent innovative partnerships. Embracing a wide range of exhibits, panelists will share the critical elements and challenges of their respective projects and how ingenuity, collaboration and innovation positively contributed to the launch and resulting success of the exhibition.

4:30 – 5:00 pm

## TES Speed Dating/Ignite I

**Facilitator:** David Marskell, *THEMUSEUM*

**Ignite** is a high-energy experience consisting of short talks by people who have a travelling exhibition idea — and the guts to get up on stage and share it. Talks are accompanied by 20 slides, each displayed for 15 seconds. Ignite is a force for raising the collective IQ and building connections in the museum sector all with the objective of ensuring travelling exhibits are successful. To participate contact:David.Marskell@THEMUSEUM.ca. *You must be registered to present during this session.*

### 1. Collaborative Relationships

**Presenters:** Rachel Gervais, *Canadian Museum of Nature* and Susan Neale, *Peterborough Museum & Archives*

Collaborations between museums/ institutions may take many forms and every relationship has its own and unique considerations and benefits. This presentation is about how the Peterborough Museum & Archives and the Canadian Museum of Nature maintain a strong business relationship.

5:00 – 5:10 pm

## Day I – Wrap Up

**Julie Leclair**, *Canada Science and Technology Museums Corporation*

# SYMPOSIUM AGENDA

6:00 – 8:00 pm

## Reception, Canadian Museum of History

You are cordially invited to the official opening of the exhibition **Vikings** at the Canadian Museum of History. This highly interactive exhibition draws on recent archaeological discoveries to explain who the Vikings really were, where they came from and how they lived during what has become a mythical period in Scandinavia.

100 Laurier Street, Gatineau, Quebec. Cash bar. Please rsvp by November 25, 2015: [rsvp@historymuseum.ca](mailto:rsvp@historymuseum.ca) or 819-776-8382.

*This exhibition is a joint venture between and produced by The Swedish History Museum in Sweden and MuseumsPartner in Austria.*

## THURSDAY, DECEMBER 3

8:00 – 8:30 am

### Registration/Networking

8:30 – 9:45 am

## The Good, The Bad and The Ugly

**Moderator:** David Marskell, THEMUSEUM

**Panellists:** Mela Constantinidi, Independent Arts Consultant; Sheng L. Deng, Goodman School of Business, Brock University; Peter Elsaesser, MuseumsPartner GmbH; Jan English, National History Museum (London, U.K.); Marie-Claude Letarte, Sherbrooke Nature and Science Museum; Sophie Nyman, The Swedish History Museum

Travelling exhibits are part of an increasingly diverse cultural landscape. From concept to design, to marketing initiatives and promotion, from fundraising to working with artists, community organizations and funding partners, there are many potential benefits and pitfalls. Our panel of experts from within Canada and abroad will share their respective experiences of their successes and those less than perfect outcomes, the carefully laid plans that somehow went astray, the unintended consequences of policies and actions and how paying attention to detail can ensure more of the good than the bad and the ugly.

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9:45 – 10:30 am

## Keynote

### Pop culture in museums: how to get in through the big door



**Sophie Hénault**, General Manager, X3 Productions

Exhibition development outside of the traditional museum model and context is a relatively new phenomenon in Canada. X3 Productions' approach is designed to combine intelligent content with popular culture and create a new kind of visiting experience that draws existing and new audiences to museums. Sophie Hénault, CEO of X3 Productions, a Montreal company that creates major travelling exhibitions like Indiana Jones and the Adventure of Archaeology and Star Wars Identities, will share insights from recent projects and collaborations.

**About your presenter:** Sophie Hénault is the General Manager of X3 Productions, a Montreal company specialized in creating major traveling exhibitions, founded by L'Équipe Spectra, gsmprjct<sup>o</sup> and Bleublancrouge. Sophie is a graduate of Mc Gill University where she received a bachelor's degree in Commerce with a major in Finances and Accounting. Sophie started her career at the internationally

# SYMPOSIUM AGENDA

renowned Montreal *Just for Laughs Festival*. She stayed on for 8 years, starting in accounting and quickly got attracted by the marketing and sponsorship side of the business.

She got a taste for entrepreneurship by getting involved in the launch of Indigo, the first French pay-per-view channel in Canada and by working on the development of *Illico on Demand* at Videotron. She then started working the business development side of things in different industries and finally ended up at gsmprjct° where she was involved in the development of X3 Productions. She has been working in the touring exhibition industry for the last 3 years representing X3 Productions' major projects *STAR WARS™ Identities* and *Indiana Jones™ and The Adventure of Archaeology* — both produced with Lucasfilm Ltd.

10:30 am – noon

## Round Table Discussions

- Partnerships
- Funding
- Logistics and Standards
- Alternative Outreach

Noon – 12:30 pm

## Presentations by Round Table Discussion Groups

12:30 – 12:45 pm

## Symposium Wrap Up

**Julie Leclair**, *Canada Science and Technology Museums Corporation*

1:00 – 4:00 pm

## Optional Offsite Mobile Workshop Library and Archives Canada Preservation Centre

The Library and Archives Canada Preservation Centre opened in June 1997 in Gatineau, Quebec. Its facilities are dedicated to the preservation of the country's documentary heritage. This centre of excellence provides collection storage areas with optimum environmental conditions, and laboratories equipped for preservation activities. Forty-eight vaults, at approximately 350 square metres each, house a variety of archival records and publications and offer four different environments. Vaults are designed to protect documents by eliminating potential threats, by a sophisticated fire detection and suppression system, and by carefully controlling all materials used inside the vault to maintain a contaminant-free environment. Individual laboratories for conservation treatment, preservation copying of records, and digitization are constructed in a village-like setting, on the top floor of the building, directly over the three-storey vault structure. This enables Library and Archives Canada preservation experts to work together under the same roof.

**Fee: \$50.00.** Includes a light lunch and transportation. Minimum six participants. Maximum 30 participants.

