VISION 2020
CMA National Conference
April 14–17, 2020 • Le Centre Sheraton Montreal Hotel, Montréal QC
CMA National Conference

How do our actions and perspectives of today shape our future?
What can we learn from risks that we took — or didn't take?
How can a clear and compelling vision shape a better tomorrow?

Please join us April 14-17 in historic Montreal as we celebrate the strength of the Canadian museum community and explore Vision 2020!

Register now at museums.ca/site/conferences_national.

The CMA 2020 National Conference Planning Advisory Group:
Geneviève Angio-Morno, GSM Project
Karen Bachmann, Timmins Museum: NEC
Danielle Bergevin, Montreal Museums Association
Ingrid Birker, Redpath Museum
Isabelle Corriveau, Montreal Museum of Fine Arts
Robert Laidler, Museums Foundation of Canada
Julie Leclair, Ingenium
Sue-Ann Ramsden, Canadian Museums Association
Ken Ross, Bank of Canada Museum
Katy Tari, Pointe-à-Callière, cité d’archéologie et d’histoire de Montréal
Jeremy Taylor, GSM Project

This conference has been made possible in part by the Government of Canada.

Accommodation

Le Centre Sheraton Montreal Hotel, 1201 Rene-Levesque West, is the host hotel for the CMA 2020.

Book a room at the specially negotiated rate of $185 by calling 1-800-325-3535 and quoting the group code Canadian Museums Association or book online.

Please make sure to reserve ASAP and no later than March 13 to guarantee this special rate!
This price is valid Sunday, April 12 to Saturday, April 18, 2020.
Tuesday
April 14

9 am – 4 pm

2020 Director’s Symposium

Held offsite at the Montreal Museum of Fine Arts.

*By invitation only!*

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CMA Pre-conference Study Tours – Offsite Insights

Study Tours take advantage of local expertise to help you learn more about practical approaches to apply within your institution. You will enter each site through the front door and move through them systematically to get a thorough look behind-the-scenes. You will learn about the exemplary works that fulfills our traditional mandates. The 2020 CMA National Conference offers two Full-Day or two Half-Day Study Tours. All tours depart from the Centre Sheraton Montreal Hotel. A separate fee is applicable for each tour and includes admission to all sites, guided tours, food, and transportation as specified. Comfortable walking shoes or hiking boots are a must, as is a warm, water and windproof jacket or coat. Add a hat and a pair of gloves and you’ll be prepared for any weather conditions, but we’re hoping spring will have sprung! Be sure to pack your camera!

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8 am – 5 pm

Registration

8:30 am – 3:30 pm

Full-Day Study Tour

The Wonderful Work of Science

Ignite your mind and discover the wonders of science during this Full-Day Offsite Study Tour. Presenting more than 160 cultural and scientific activities, Space for Life is Canada’s largest natural science museum complex, welcoming more than two million visitors annually. Staff will share with attendees their strategic directions and introduce attendees to each of the institutions that comprise Space for Life:

- **The Botanical Garden**, one of the city’s jewels and recognized as one of the world’s leading botanical gardens and its new Pathway to Phytotechnologies;
- **The Biodôme**, freshly renovated as part of the Migration project, features a new layout of the public areas and a renewed visitor experience, focused on engaging with nature;
- **The Rio Tinto Alcan Planetarium**, which in 2013 moved into its brand-new boldly designed building, is where cutting-edge technologies are used to present unique experiences of the universe that are both poetic and scientific;
- **The Insectarium**, currently closed through 2021 as it undergoes its Metamorphosis, is a marriage of architecture and nature that will enable insects, plants and humans to come together and live in symbiosis.
To begin the day, participants will be welcomed to the Botanical Garden, where they will be given a general presentation about Space for Life. They will then be divided into two groups to facilitate discussion. The first group will begin with a tour of the Botanical Garden and the Insectarium, while the second visits the Planetarium and the Biodôme. After enjoying a boxed lunch, each group will take the other tour so that everyone can spend approximately one hour in each location.

**Fee:** **$75.00.** This is in addition to the all-inclusive registration fee! Open to delegates and guests. Includes admission, presentation, guided behind-the-scenes tour, boxed lunch and transportation. **Limited to 40 participants.**

### Half-Day Study Tours

**1:30 – 4:30 pm**

**Inside the Montreal Museum of Fine Arts**

*The Michel de la Chenelière International Atelier for Education and Art Therapy* is one of the largest educational facilities in an art museum worldwide and a leader in the area of research and promotion of well-being through arts. Welcoming close to 350,000 participants yearly, children, adults, seniors, and marginalized persons benefit from numerous programs and resources within its spaces. Conceived in collaboration with over 450 organizations associated with schools, community groups and healthcare institutions, these programs target issues such as school perseverance rates, stigmatization, violence, discrimination, poverty, illiteracy, radicalization, racism, homophobia, homelessness, body image issues, isolation, disabilities and suicide. Through this unique behind-the-scenes tour, led by the Director of Education and Wellness at the MMFA, you will not only visit the various spaces devoted to education, culture and wellness (studios, workshops, consultation room, Art Hive, exhibition spaces, etc.) and see them in action, you will also get to meet and exchange with diverse members of the Education and Wellness team, including the MMFA's art therapist, the first to have been hired at a museum worldwide.

**Fee:** **FREE!** Open to CMA member delegates only. Tour includes presentation(s), behind-the-scenes tour and light refreshments. **Limited to 25 participants.**

Register now at museums.ca/site/conferences_national.
1 – 3:30 pm
The Future MEM: A New Museum in the Works!

With a new site, three times larger and a new approach, in 2021, the Centre d’Histoire de Montréal will transform into MEM—Mémoire des Montréalais.es. This event will present the key principles to be adopted by MEM and introduce the new spaces (still under construction). MEM will serve as a public venue for interaction and discussion where visitors can share experiences, discoveries and emotions inspired by exhibitions focusing on history and urban memory.

Fee: $20. This is in addition to the all-inclusive registration fee! Open to CMA member delegates only. Includes hard hat tour and light refreshments. Attendees will make the 20-minute walk from the Hotel to MEM. Limited to 25 participants.

7 – 9 pm
Optional Evening Event
Natural History and World Cultures Cocktail Reception at the Redpath Museum

Join your colleagues at the initial social event for CMA 2020! Established in 1882, the Redpath Museum preserves and displays impressive collections that showcase the diversity of our biological, geological and cultural heritage. Among the vast collections of paleontology, zoology, and mineralogy, discover spectacular specimens of Canadian rocks, minerals, taxidermy and fossils. The World Cultures gallery features artefacts from the Americas, the Mediterranean region, Asia, Oceania and Africa, including an important collection from Ancient Egypt. As an independent unit in the Faculty of Science of McGill University, the Redpath Museum’s Victorian architecture and ambiance will charm you: imagine yourself in the 19th century among researchers and students discussing Canadian dinosaurs while enjoying bouchées and cocktails. Guests will have access to all the galleries with background musical entertainment.

Fee: $50. This event is included in your all-inclusive registration fee! Open to delegates and guests. Fee includes gallery access, musical performance, bouchées and two complimentary glasses of wine or beer. Transportation not provided as it is only a short 10-minute walk from the Centre Sheraton Montreal Hotel.
Workshops

The CMA National Conference 2020 Workshops are all about providing you with the tools you need to help you find solutions to issues you currently face. We’ve programmed three Full-Day Workshops and six half-day Workshops. Workshop facilitators are recognized experts in their field and have stellar reputations as Workshop leaders. Please select the Workshop that best meets your needs. Priority will be given to individuals who register for the full conference. A higher fee will be charged for individuals only attending Workshops. As space is limited, we would encourage you to register as soon as possible.

All events will be held at Le Centre Sheraton Montreal Hotel unless otherwise noted.

Wednesday, April 15

8:00 am – 5:00 pm
Registration

9:00 am – 3:30 pm
Full-Day Workshops

Digital Storytelling: A Beginner’s Guide

Facilitators: Marquis Côté, Director, Digital Technologies, Canadian Museum of History and Canadian War Museum; Megan Richardson, Director, Virtual Museum of Canada and Canadian Museum of History

In a world where the pace of organizational learning is often slower than the pace of technological change, stories endure. Stories are at the heart of museums, connecting people with objects and with each other. Digital technologies are powerful tools for sharing stories and for the past decade, digital storytelling has claimed its place in museum practice. Participants in this Workshop will learn the basics of digital storytelling and how to apply them in their museums to create affordable meaningful visitor experiences. The relationships between story, audience, experience and technology will be explored and illustrated with best practices from the field. Specific technologies demonstrated will include augmented reality, virtual reality, mixed reality, hyper reality and 360-degree video. Through a series of fast, fun activities and group discussion, participants will try out their digital storytelling skills. You will leave the Workshop with a list of resources and tools to craft digital storytelling projects at your own institution.

Fee: $150. Includes two networking breaks, lunch and digital session notes. The Workshop will be conducted primarily in English; participants are welcome to speak in French and the group will collaboratively give informal translation support. Limited to 30 participants.

About your Facilitators: Marquis Côté and his team are tasked to innovate, design, develop, deploy and support the overall digital experience at the Canadian Museum of History, Canadian Children’s Museum and the Canadian War Museum. Before joining the museums in 2014, Marquis owned and operated a creative digital agency for over 20 years, delivering digital strategies and solutions to 200+ private and public-sector clients. Megan Richardson and her team operate a national digital cultural investment program with annual calls for proposals, dozens of projects in development and a rich web presence. Megan has more than 25 years of experience in museum education, digital technologies and management at national museums, advocating for a visitor-centered, evidence-based approach and for using digital as a tool for access and engagement around museum collections.
Climate Change and Heritage Places

**Facilitators:** Genevieve Charrois, Director, Cultural Heritage Policies, Parks Canada; Lydia Miller, Conservation Architect, Senior Build Heritage Advisor, Parks Canada; David Scarlett, Chief Architect, Senior Built Heritage Advisor, Parks Canada

During this Workshop participants will explore climate change and the impact of extreme weather events, important and growing external factors that affect the future of Canadian heritage places. Customized for the audience and representative of the larger Montreal/Quebec context, this Workshop will provide an opportunity for participants to brainstorm predictable impacts of climate change to specific heritage places, to determine the level of risk associated with these impacts, to do a first analysis of climate change impacts including impacts for priority attention, impacts worthy of longer-term consideration and impacts of lower priority and to develop adaptation options for climate scenarios that could play out within the next 25 years. Best practices and shared experiences will also be discussed. Attendees will leave with a more comprehensive understanding of the impact of climate change on your own institution and how you can possibly mitigate it.

**Fee:** $150. Includes two networking breaks, lunch and digital session notes and a three-hour field trip to visit the case study site. The Workshop will be conducted primarily in English; participants are welcome to speak in French and the group will collaboratively give informal translation support. **Limited to 15 participants.**

Prescribing the Museum: Theory in Practice

**Facilitators:** Kathleen Brown, COO, Lord Cultural Resources; Marilyn Lajeunesse, Educational Programs Officer – Adults and Community Groups and Stephen Legari, Educational Program Officer – Art Therapy, Montreal Museum of Fine Arts.

This Full-Day Workshop will provide a theoretical base, practical framework and tools for arts and wellness initiatives at museums. We will begin with an introduction and review of the movement towards incorporating museums and art into wellness initiatives. The Montreal Museum of Fine Arts (MMFA) will be used as a case study highlighting the success of program design and implementation. Workshop participants will experience the protocol in action, coming to understand the methodologies used at MMFA and work directly with the collection on-site. Finally, the Workshop will conclude with a problem-solving session. Taking inspiration from the clinical environment we will ask participants to bring their cases and to work through how to adapt their own museum and wellness programs with the help of other program officers. Participants will leave with tools and knowledge for success in planning for the intersection of culture and wellness.

**Fee:** $150. This Workshop will be held offsite at the Montreal Museum of Fine Arts. Includes two networking breaks, lunch, session notes and work sheets after the completion of the Workshop. The Workshop will be conducted primarily in English; participants are welcome to speak in French and the group will collaboratively give informal translation support. **Limited to 20 participants.**

**About your facilitators:** Kathleen Brown, COO of Lord Cultural Resources, provides 30-plus years of experience as a respected consultant with proven management skills. Her workshops are interactive, informative and leave clients and other participants inspired and informed for their organizations’ future. Stephen Legari is an art therapist and program officer for art therapy at the Montreal Museum of Fine Arts. Before joining the MMFA full time in 2017, Stephen worked as a therapist in the alternative school system, in childhood development, in addictions recovery and adolescent outpatient psychiatry. In his role at the MMFA, Stephen is responsible for developing partnerships in art therapy programming, supervising interns, contributing to research in museum art therapy, facilitating groups and managing the Art Hive community open studio. Marilyn Lajeunesse has worked at the Education and Community Programs Department of the Montreal Museum of Fine Arts since 1992. She is currently Educational Programs Officer for Adults and Community Groups. She is currently involved and helping design several Art for wellness initiatives such as the eating disorder program with the Douglas Mental Health University Institute, the St. Justine Hospital program and numerous joint programs with Concordia University’s Arts Therapies and Art Education Department.
Exhibit Design: From Start to Finish

**Facilitators:** Genevieve Angio-Morneau, Erika Kiessner, Jeremy Taylor, GSM Project

Join experts from GSM Project for a day of exhibition design workshopping, exploring the full timeline of an exhibit experience, from idea through conception to realization. Attendees will be invited to choose a topic, explore conceptual approaches, elaborate through a design process, and produce a prototype, develop an art direction, or write exhibition texts. Over the course of the day, emphasis will be placed on clarity of vision and coherence of concept, along with careful consideration of important elements like feasibility, budget and the context of the project. Attendees are encouraged to bring a real-life exhibit idea that needs workshopping … or simply to dream up the next project!

The day will include open brainstorming, working in teams, and break-out sessions with our graphic designers, copywriters, interactive designers, technical directors and more.

**Fee:** $150. Includes two networking breaks and lunch. It will be conducted in both English and French. Transportation to GSM Project studio is not included, but GSM is two metro stations from the conference hotel or just a 15-minute walk. **Limited to 20 participants.**

**About your facilitators:** Founded in Montreal in 1958, GSM Project is a multidisciplinary design and production firm with offices in Paris, Dubai, and Singapore. We collaborate with partners across a variety of industries, including museums, science centres, brands, and real estate developers, to create unforgettable visitor experiences. Recent projects include Ottawa’s new Bank of Canada Museum, the Museum of Ingenuity J. Armand Bombardier and the Canadian History Hall at the Canadian Museum of History.

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**Half-Day Workshops**

### Displaying Collections Outside the Museum: Weighing the Risks, Making Decisions

**Facilitators:** Marianne Breault and Irene Karsten, Canadian Conservation Institute

Heritage professionals increasingly feel pressured to display collection objects outside museum galleries but approach such display with caution since artifacts may become damaged. Ongoing research by the Canadian Conservation Institute and partner institutions has expanded our understanding of the magnitude of risks associated with the display of collection objects in non-museum interior spaces. In this half-day Workshop, participants will be introduced to how risks to collections are analyzed and the factors that distinguish risks associated with display in non-museum spaces versus traditional exhibition galleries. Through interactive exercises that incorporate their own experiences, participants will learn to identify risk factors in specific situations, predict the type and degree of damage and estimate relative risk magnitude. Applying this knowledge to case study examples, participants will make decisions on whether to engage in display outside the museum and how much to invest in risk mitigation. The Workshop will end with a lively discussion on acceptable risk for use of heritage collections to increase access to collections or attract new audiences.

**Fee:** $75. Includes a networking break and digital session notes. The Workshop will be offered in French in the morning and English in the afternoon. **Limited to 20 participants per Workshop.**

**About your facilitators:** As Senior Preservation Development Advisor at the Canadian Conservation Institute (CCI), Irene Karsten has advised heritage institutions on preventive conservation care of collections, facilities’ upgrades and emergency preparedness in addition to managing collections risk assessment projects since 2009. Marianne Breault joined the CCI’s Preservation Services Department in June 2019 as a post-graduate intern. With a background in painting conservation, she has been assisting with research projects and facility evaluations with regards to preventive conservation care of collections.
Learning the Museum:
From Sage-On-A-Stage to Engaging Visitors

Facilitator: Brian McAlonie, BMC Consulting

Education within the cultural sector has changed dramatically since turn of the twentieth century, where the focus is no longer on curators “teaching visitors,” but on assisting visitors with individual meaning-making to help spark visitor interactions, make connections and new discoveries, present differing viewpoints, elicit responses and motivate engagement and action. Long gone is the museum as a “sage-on-a-stage,” now they are agents for inquiry and discovery-based learning. Today’s museums must offer experiences that no longer perceive visitors as students, but as lifelong learners who are capable of thinking for themselves, are knowledgeable and curious, can question answers and understand the world around them. This approach no longer places emphasis on the museum to educate but to assist visitors with learning on their terms. The first half of the Workshop will examine current museological learning best practices while the latter will be devoted to workshopping the concepts presented in the first half.

Fee: $95. Includes a networking break and digital session notes. The Workshop will be offered in English only. Attendees should consider attending Brian’s second Workshop in the afternoon, Human-Centered Design for Visitor-Centered Museums. Limited to 30 participants.

About your facilitator: For almost 25 years, Brian McAlonie has utilized his broad range of expertise in the communications, design and museum fields to assist clients with creating engaging and profitable visitor service experiences. Combining an M.A. in museum studies from the University of Leicester, England and his vast professional experience, Brian assists cultural institutions and heritage organizations with creating and implementing master visitor experience plans, museum exhibitions, interpretive plans and museum stores to build sustainable audiences and revenues. Specifically, Brian is responsible for board and staff visioning facilitation, strategic planning, creative strategy development, interpretive planning, brainstorming and client communications. Brian speaks regularly to various national and international museum professionals. Brian is currently writing a book for Roman & Littlefield Publishers about how to create engaging visitor-centered museum experiences.

Navigating Copyright:
What Museums and Galleries Need to Know

Facilitator: Alex Herman, Institute of Art and Law

Copyright — it touches on almost all areas of practice in museums and galleries, yet many museum professionals do not feel confident in dealing with it on a daily basis. This can be true whether you use third-party copyright or your institution itself holds copyright. This half-day Workshop aims to arm attendees with the knowledge and skills to tackle copyright in your institution. Topics of discussion will include the rules for copyright subsistence, authorship and ownership, infringement and the exceptions that can be used to protect museum activity. From digitization to exhibitions, fair dealings to permissions, the basics to the latest updates will be covered allowing plenty of time for questions from participants. This Workshop is recommended for collection managers, registrars, curators, directors and trustees.

Fee: $175. Includes networking break and digital session notes/slides. The Workshop will be conducted primarily in English with a significant French component; participants are welcome to speak in French and the group will collaboratively give informal translation support. Limited to 30 participants.

About your Facilitator: Alex Herman is the Assistant Director of the UK-based Institute of Art and Law, where he oversees the education and research arms of the organization. As such he has convened Diploma courses for museum professionals throughout the UK, in Australia, in the Middle East and in Canada. He has also led in-house training for some of the world’s leading museums, including the Victoria & Albert Museum, the British Museum and the National Museum of Qatar. He developed and co-convenes a Master’s degree in Art, Business and Law at Queen Mary University of London in the UK. A bilingual Canadian, Alexander worked as a lawyer in Montreal after studying law at McGill University.
Curatorial Dreaming

**Facilitator: Shelley Ruth Butler**, Principal, Curatorial Dreaming Workshops & Lecturer, McGill Institute for the Study of Canada

The premise of this participatory Workshop is that people who work at, visit and study museums have an untapped wealth of experience, opinions, sources and pedagogical ideas that can be developed in response to specific objects and displays. In this Workshop, participants will be guided to develop concrete, conceptual and creative responses to displays in the Montreal Museum of Fine Arts (MMFA) by changing texts, re-arranging galleries, adding and taking away objects, or moving them to alternative everyday spaces. Thematically, the focus will be on developing curatorial interventions related to difficult histories and legacies, including colonialism, everyday power relations and elitism. It will highlight varied, interdisciplinary strategies for addressing difficult histories. Working in small groups, participants will experiment in a personally meaningful, task-oriented setting without typical professional political, practical and institutional constraints. Participants will gain fresh, often low-cost, ideas for dealing with difficult subject matter in varied museum and vernacular sites.

**Fee:** $95. This Workshop will be held offsite at the Montreal Museum of Fine Arts. Includes lunch and digital session notes. Delegates are responsible for making their own way to and from the MMFA. The Workshop will be conducted primarily in English; participants are welcome to speak in French and the group will collaboratively give informal translation support. **Limited to 16 participants.**

**About your Facilitator:** Dr. Shelley Ruth Butler is an award-winning teacher at McGill University. She teaches, researches, writes and consults about museums and heritage, specializing in issues related to race, official or dominant culture, historical consciousness and communication across cultural and socio-economic divides. Trained as a cultural anthropologist with expertise in Canada and South Africa, she is co-editor of *Curatorial Dreams: Critics Imagine Exhibitions* (2016) and author of the widely taught museum ethnography, *Contested Representations: Revisiting Into the Heart of Africa* (1999 & 2011).

1:00 – 4:00 pm

Half-Day Workshops

Displaying Collections Outside the Museum: Weighing the Risks, Making Decisions

**Facilitated by:** The Canadian Conservation Institute

Please see morning session for session description.

**Fee:** $75. Includes a networking break and digital session notes. The Workshop will be offered in French in the morning and English in the afternoon. Limited to 20 participants per Workshop.

Human-Centered Design for Visitor-Centered Museums

**Facilitator: Brian McAlonie**, BMC Consulting

Currently, Human-centered design is being utilized and embraced worldwide as a viable tool to assist communities with problem-solving. The Human-centered design framework “develops solutions to problems by involving the human perspective in all steps of the problem-solving process. Human involvement typically takes place in observing the problem within context, brainstorming, conceptualizing, developing and implementing the solution.” World-renowned design firm IDEO uses this approach to solve problems for their clients with the fundamental understanding that the process needs to start with “people you are designing for” so that solutions “are tailor-made to suit their needs.” Similarly, museums can only become visitor-centered by addressing and meeting the wants, needs and desires of their visitors.

The first half of the Workshop introduces participants to Human-centered design approaches, concepts and best practices, while the second half places these ideas into practice by utilizing the approach to solve museological issues with participants. Attendees will leave with a solid understanding of what Human-centered design is, how to apply it to museum visitor experiences and how it can contribute to a visitor-centered museum approach.

Don’t miss the **CMA EXPO**.
Fee: $95. Includes networking break and digital session notes. The Workshop will be conducted in English. Attendees should consider taking Brian’s morning Workshop, Learning in the Museum: From Sage-On-Stage to Engaging Visitors. **Limited to 30 participants.**

Certification of Cultural Property: Looking to the Future

**Facilitators:** Sharilyn J. Ingram, Chair and Mijin Kim, Executive Director, Secretariat to the Canadian Cultural Property Export Review Board, accompanied by other members of the Board and the Secretariat.

For over 40 years Canadian museums have been developing their collections with the assistance of acquisitions of cultural property certified by the Canadian Cultural Property Export Review Board (CCPERB). Recent court challenges and legislative amendments have changed the ground rules. With the understanding that strategic use of certification opportunities is critical to the development of a museum’s collection and donor base, this half-day Workshop will provide participants with updates, a review of the program goals and objectives, clarification of benefits and detailed hands-on guidance to preparing effective applications, including writing justifications and ensuring appropriate appraisals. A practice session will be enhanced by ample opportunity for questions and discussions and participant input will be sought for improvements to the process.

Fee: **FREE!** Limited to 40 participants. You must be a registered delegate to attend!

4:30 – 6:00 pm

**Keynote Address**

**Museums and the Climate Emergency: A Call to Action**

**Moderator:** Patricia Kell, Parks Canada  
**Presenters:** Robert Janes, Coalition of Museums for Climate Justice and Andrew Potts, International Council on Monuments and Sites’ Climate Change and Heritage Working Group

What does a global climate emergency mean for those of us in culture and heritage? What responsibilities do we have? And what do we stand to lose? In his book Museum Activism, co-authored with Richard Sandell, Dr. Robert R. Janes addresses what he calls the “immorality of inaction,” arguing that the climate emergency is more than simply a political or scientific issue and instead should be considered in a light of moral and social responsibility. At the same time, in his role as a coordinator of the Climate Heritage Network, Andrew Potts works to encourage arts, culture and heritage professionals to leverage the considerable talent towards helping the communities they serve to meet the ambitions of the Paris agreement. A bold departure from the typical format, this keynote will bring together two speakers from either side of the Canada/US border who will share a long look at the urgency of our situation and offer examples of how those of us in museums can make more of a difference.

*Kindly supported by:*

6:00 – 7:00 pm

**ICOM Canada Annual General Meeting**

Open to members only.
Evening Event

Dive into the History of Montreal at Pointe-à-Callière

Take advantage of this special evening to discover Pointe-à-Callière, Montreal’s largest archaeology and history museum. Located on ground that witnessed more than 1,000 years of human activity, from the early settlements of Indigenous people to the present day, the museum enables you to discover remarkable remains and collections displayed *in situ* on the very site where Montreal was founded. During your visit, you will view material traces left behind by Indigenous peoples at the Pointe-à-Callière historical site and the remains of Montreal’s first Catholic cemetery. You will traverse the first collector sewer built in North America, walk beneath the site of Fort Ville-Marie and can even talk to virtual characters from New France. Along with discovering the museum’s permanent exhibitions, where cutting-edge technologies bring history to life, you can view the new multimedia show Generations MTL. Projected onto an extraordinary immersive set space, this multimedia experience will allow you to relive key moments from Montreal’s history and dazzle you with both its technological wizardry and artistic sensibility. Take part in a memorable historical, artistic and technological experience at Pointe-à-Callière while exploring Montreal’s rich past.

**Fee:** $95. This event is included in your all-inclusive registration fee! Open to delegates and guests. Fee includes transportation, museum access, special programming, heavy hors d’œuvres and your choice of wine, beer or non-alcoholic beverages. Limited to 120 participants.

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*Photo: © Caroline Bergeron*
Thursday, April 16

7:00 am – 5:00 pm
Registration

7:00 – 8:45 am
Breakfast with Exhibitors

9:00 – 10:00 am
Conference Welcome and Opening Address

10:15 – 11:30 am
Breakout Sessions I

Session 1

Pecha-Kucha – the Montreal Museum Boom

Moderator: Geneviève Angio-Morneau, GSM Project

In Pecha-Kucha (Japanese: ぺちゃくちゃ) presentations, 20 slides are shown for 20 seconds each. The architects Astrid Klein and Mark Dytham first developed this format in 2003 in Tokyo, to keep presentations concise and fast-paced. Montreal is in cultural renaissance! Many of its museums have renovation plans, from expansions, to renovations, to moving, to new builds. Join seven Montreal museum directors as they share their respective vision behind their individual projects. Attendees will have the opportunity to collectively ask questions of presenters.

Session 2

The Future is GLAM

Moderators: Megan Lafrenière and Madeleine Trudeau, Library and Archives Canada

Presenters: Claire Champ, Canadian Museum of History; Nicole Dawkins, Toronto Public Library; Sarah Todd, Glenbow Museum

In 2016, Library and Archives Canada (LAC), in partnership with the Canadian Museums Association (CMA), presented the first in a series of summits on galleries, libraries, archives and museums (GLAMs). That summit’s Ottawa Declaration, which was universally adopted, encourages GLAMs to find new ways of working together in order to increase accessibility, visibility, engagement and impact. LAC has worked actively to develop non-traditional relationships with GLAMs, often within different sectors. This session seeks to inspire attendees by exploring three innovative LAC collaborations. In the true spirit of GLAMs, each project will be co-presented. Presenters have been selected to represent the different roles and perspectives of a variety of cultural heritage professionals: curators, project managers and interpretive planners. Join us to learn why these rewarding relationships are the way of the future… in spite of the risks and challenges of truly going GLAM.

Session 3

Making it Work: Digital Possibilities and Practicalities

Moderator: Shyam Oberoi, Royal Ontario Museum

Presenters: Meaghan Eley, Thunder Bay Art Gallery; Shiralee Hudson Hill and Mark McKay, Art Gallery of Ontario; Fynn Leitch, Art Gallery of Peterborough

What kind of digital strategies are effective for visitor engagement? How can digital help museums embody their mission statements and achieve their goals? In 2018, the Art Gallery of Ontario received a Digital Strategy Fund grant to answer these questions and share its Content Management System with the museum community to make it easier to create and scale innovative museum experiences.
The AGO, together with partners from the Thunder Bay Art Gallery and the Art Gallery of Peterborough, will share learnings from their research, exploring how digital strategies can be used to foster meaning-making, as well as how we can make these tools more accessible. After a short panel discussion, the session will breakout into groups to dive deeper and explore the relevancy of these findings for participants’ institutions. Participants will leave feeling empowered by the possibilities of using digital as a key tool in their work.

Session 4

Case Studies – Part I

1. Engagement: From Institutional Values to Visitor Experience Dimensions

**Presenter:** Pascale Grignon, McCord Stewart Museum

Maximizing employees’ engagement and transforming the visitor’s experience are both the results of a 3-year journey started in 2016 by the McCord Stewart Museum. Clarifying our institutional values with the employees (openness, engagement, etc.), reviewing our working processes to reflect those values and implementing a multidisciplinary Visitor Experience Committee were key in this revolution. Every step of the visitors’ journey is now being reviewed in the light of brand-new Visitor Experience Dimensions, among which are Hospitality, Well-Being and importantly, Social Engagement, all transforming the experience of our visitors and contributing to their personal growth.

2. ARCHÉOLAB.QUÉBEC: Connecting Scientific Research and Resurgence for the Sustainability of Archaeological Heritage

**Presenter:** Marie-Michèle Dionne, ARCHÉOLAB.QUÉBEC

The ARCHÉOLAB.QUÉBEC project was developed by Pointe-à-Callière, Montréal Archaeology and History Complex, with the support of the Plan culturel numérique du Québec (Digital Cultural Plan) of the Quebec Ministry of Culture and Communications. Since 2017, more than 2,500 artifacts have been digitized, documented and posted online, making the platform (www.archeolab.quebec) the main hub for resources related to Quebec archeology. Provincial collections and those of partner institutions have been brought together for the first time and made accessible to both researchers and the general public. There are also other useful resources for the heritage and education communities, including interviews with researchers, a bibliography, articles, informative videos and educational tools. In addition, an interactive timeline enables the collection to be viewed in its chronological, cultural and historical contexts. The ARCHÉOLAB.QUÉBEC project is part of the shift in archaeological practice towards a community-based, sustainable archaeology and makes the knowledge it holds and its construction accessible to audiences from here and abroad. Continually evolving, ARCHÉOLAB.QUÉBEC fosters research, as well as the sound management and enhancement of Quebec’s archaeological heritage. This Case Study explores the issues, challenges and successes involved in such a project.

3. The Virtual Museum of Canada: NEW and Improved!

**Presenter:** Megan Richardson, Virtual Museum of Canada, Canadian Museum of History

The Virtual Museum of Canada is a major investment program, managed by the Canadian Museum of History, that helps build digital capacity within Canadian museums and heritage organizations, giving Canadians unique access to diverse stories. The Virtual Museum of Canada has been undergoing an exciting renewal…. and it’s not over yet! The renewal refining the core
identity, identifying key stakeholders, rationalizing levels of investment, streamlining the workflow, updating processes and tools, creating a new brand and developing a new website — all with the input of the Canadian museum community and the goal of serving them better. This Case Study will offer an overview of the renewal and a sneak peek at some of the main features to be rolled out in 2020. Come learn about the new and improved program and how museums can use it to create dynamic digital user experiences, share their collections and stories widely and improve their digital skills — among other benefits. Then think about an online product and consider submitting a proposal in the spring.

Session 5

Footprints for Our Future:
Stepping Beyond the Gallery Walls

**Moderator:** Ingrid Birker, Redpath Museum  
**Presenters:** Shelley Charles, Community Elder, Chippewas of Georgina Island First Nation; George Dark, Urban Strategies; Richard MacPherson, York Region District School Board; Anna Stanisz, McMichael Canadian Art Collection

Footprints for Our Future is a cross curricular, intergenerational and multidisciplinary programming package developed and implemented with the York Region District School Board. This school program initiative targeting Grade 7 students, combines land-based learning, experiential learning and art activities created in collaboration with Indigenous artists and traditional teachers such as Phil Cote and Christi Belcourt. Rooted in the McMichael’s Indigenous plant restoration strategy, this innovative educational venture has been nurtured for the last several years by a close collaboration with Elder Shelley Charles, Chippewas of Georgina Island First Nation, who has strongly encouraged the participation of the Indigenous artists in this project along with the integration of the Indigenous worldview within the program. Panelists will address the various challenges and great successes faced by this inclusive, multi-faceted partnership that expands the gallery experience beyond its traditional walls and art holdings. Learn how your institution could develop and implement a similar initiative.

Session 6

RE-ORG Phase 2: Collaboration and Innovations

**Moderator:** Irene Karsten, Canadian Conservation Institute  
**Panelists:** Brigitte Campeau and Mylène Laurendeau, Les Sœurs de la Charité de Montréal «Sœurs Grises»; Simon Lambert, Canadian Conservation Institute; Anita Price, Association of Nova Scotia Museums; Mike Steinhauer, Department of Canadian Heritage

Join panelists as they outline the next phase of the successful RE-ORG Canada project — a storage reorganization training initiative organized by the Canadian Conservation Institute (CCI) in collaboration with the Museums Assistance Program (MAP). Concluded in 2019, the successes and lessons learned during Phase 1 of the five-year initiative will be shared with attendees. The panel will then focus on the collaborative and innovative structure of Phase 2 as it pertains to the funding model and the delivery of the program through the provincial and territorial museums associations and regional host institutions. Come to learn how you and your institution can participate and benefit from RE-ORG Phase 2!

11:30 am – 12:45 pm

Lunch with Exhibitors

1:00 – 2:00 pm

Keynote Address

**What is a Museum?**

**Nathalie Bondil**  
Director and Chief Curator, Montreal Museum of Fine Arts

Museums are a tool of cultural diplomacy. Their relevance today rests not only in their collections but also in their capacity to inspire reflection based on the objects they shelter, opening the door to diverse interpretations. It’s our belief that aesthetics can play an immense role in fostering understanding and reconciliation. We are convinced that emotional intelligence is as important as artificial intelligence, as it provides a space for inclusion and togetherness within a community. When stereotypes, rumours and manipulation
are spread with a simple click, contributing to a harmonious society becomes part of our mission as well. And how can a museum be a vector of social progress as recommended by the OECD? How can it retain the essential aspects of its traditional missions with regard to its collections? How can we imagine a global citizenship that is equal to the challenge of current issues such as sustainable development, togetherness, and the protection of diversity? How can we exhibit our networks of artifacts with an open and dynamic identity? How do we avoid ideological and systemic constraints? What is our ideal vision of a universal polis in Canada? Can a museum be the venue where one world-view encounters another world-view? Please join us for this thought-provoking Keynote on the Vision of 2020.

Kindly supported by: 

The CRM program in the Division of Continuing Studies at the University of Victoria. The MMFA has generously directed these funds to supporting bursaries for museum studies students to attend the CMA 2020.

Session 7

How Did Museums Celebrate the Sesquicentennial of Canadian Confederation?

Latest Results from the 2019 Government of Canada Survey of Heritage Institutions

Presenter: Ken Amaral, Department of Canadian Heritage

In 2019, the Department of Canadian Heritage conducted its fourth iteration of the Government of Canada Survey of Heritage Institutions. The survey captured financial and operating activities of museums for the 2017 data year, which coincided with the sesquicentennial of Canadian Confederation. Ken’s presentation will provide highlights from the survey results, while focusing on the particular outcomes of increased public funding during this period.

Session 8

Sustainable Volunteer Communities for Museums

Moderator: Margaret Chrumka, Kamloops Art Gallery

Presenters: Kate Butler, Haliburton Highlands Museum; Gary Dyck, Mennonite Heritage Village

This session will highlight two very different approaches to volunteer programs in museums, united by a focus on sustainability and the well-being of staff and volunteers. The Mennonite Heritage Village draws its strength from a volunteer program which values work, play and contemplation. They have seen great success with numerous volunteers serving over 20 years using an approach similar to energetic monasteries that have served their communities for centuries. The Haliburton Highlands Museum, meanwhile, has moved away from a conventional volunteer base to focus on partnerships. This approach has greatly reduced the demands and stress on staff time and resources, ensuring that the museum can focus on a greater range of programs. At their core, both of these approaches hinge on the concept of a community museum in its truest sense — a place for hearts and minds to be grounded and renewed, where everyone can belong. Come learn which approach best suits your institution.

Register now at museums.ca/site/conferences_national
Speaking Truth to Post-Truth: How American Museums are Tackling Today

Moderator: Jeremy Taylor, Content Director, GSM Project
Panelists: Dina Bailey, International Coalition of Sites of Conscience; Aaron Leggett, Anchorage Museum; Ashley Rogers, Whitney Plantation

In an era too easily defined by climate crisis complacency, the rise of neo-fascism, a culture of mass shootings, the suspension of human rights, and a frightening increase of support for leaders who embolden xenophobia, misogyny, and racism, what happens to museums? As holders of knowledge and as places of debate and discussion, where do we fit, and what are our responsibilities?

Our neighbours to the south (and northwest!) find themselves deeper in these trenches than perhaps anyone else on the planet. Why are these things happening in America, and how are museums making a difference? Why are these things happening in Canada, and what can we learn from our American counterparts? Join three leaders from America’s museums who are working tirelessly to push the conversation forward across the USA as we explore the role of museums in an increasingly fragmented world, and as we ask ourselves: how can we be better?

Case Studies – Part II

4. Television Stars and Celebrity Chefs: Developing Strategic Exhibition Programming for Targeted Audience
Presenter: Erin Kerr, Royal Ontario Museum

Museums in the 21st Century exist in a social framework that demands competition for visitors with a myriad of entertainment options. With the increased demand to attract new audiences, formalized museum programming can and does play an integral role in supporting museum initiatives through non-traditional interactions. This case study will leverage learnings from the ROM Speaks programming series to look specifically at how presenters from diverse industries play a key role in exploring exhibition content in a way that drives engagement beyond the regular museum visitor, encouraging museums to challenge traditional models by looking for speakers and presenters beyond an academic sphere when developing innovative programming.

5. Ci Dëne (I am ...) ~ A Celebration of Northern Indigenous Heritage
Presenter: Rachel Dell, Northern Life Museum and Cultural Centre

A collaborative initiative between the Northern Life Museum and Cultural Centre (NLMCC) and the B.Ed. program at Aurora College, Fort Smith, Northwest Territories, mentored fifteen Indigenous and Métis students through the process of researching their intergenerational family and community stories. This research, spanning a dozen communities across the territory, will form the basis of a travelling exhibition and companion book which will launch at the NLMCC in the fall of 2019. The exhibit will travel throughout the Northwest Territories in early 2020. Indigenous voices shape and define the exhibit, stories and research encompassed by this project. As museums across our country struggle to become more inclusive places that can truly reflect
and celebrate Indigenous culture and heritage, the NLMCC is proud of this innovative project — one of our steps towards reconciliation. This project, with its territorial scope, is a first for us and a lesson in best practices for smaller museums.

6. Get Your Tartan On: A Social Media Experiment

**Presenter:** Cynthia Cooper and Sabrina Lorier, McCord Museum

In 2019, a curator and digital content specialist brought their two distinct skill sets to a project they devised to create nation-wide exposure and position the McCord Museum as an organization that promotes inclusivity. They collaborated to produce a two-minute video for social media, featuring Museum employees and outside influencers sporting maple leaf tartan garments and accessories. The idea grew from the museum’s proactive stance on creating innovative content inspired by collections and an opportunity recognized in the obscurity of both Canada’s official tartan and Tartan Day. A campaign was launched on Facebook and Instagram while a media campaign targeted television and print. Results largely surpassed expectations. This case study will feature the video and the communications plan, discussing their development, the resulting reach and key learnings, as well as how the project has inspired other avenues for visitor engagement around the topic of plural identities.

7. Beyond the Field Trip: Rethinking Education Programs in Museums

**Presenters:** Meredith Leonard and Megan Wiles, Halton Heritage Services

While school field trips have long been a reliable source of audience and revenue for museums, rising transportation costs are posing challenges. In response, Halton Heritage Services reimagined the traditional field trip experience and developed *Partners in Time*, an in-school program which invites students to curate exhibitions and transform their hallways into museum galleries. Experiential, authentic and hands-on, the program can be scaled and adapted for a variety of audiences.

During this case study, attendees will review the *Partners in Time* program method and:
- Examine and discuss current trends in education affecting the viability of traditional museum education programs;
- Explore strategies for co-developing education programs alongside schools and partner organizations;
- Reimagine the future of museum education and community engagement with a focus on scalable, sustainable and economical solutions.

**Register now at museums.ca/site/conferences_national.**
Concurrent 12

Reconciliation and the Nation

**Moderator:** TBC  
**Panelists:** TBC

The Canadian Museums Association (CMA)’s Reconciliation Program is part of the cultural shift in rethinking how museums engage with Indigenous heritage. Called upon by the Truth and Reconciliation Commission of Canada to undertake a national scan of museum policies and approaches to historical memorialization and the protection of Indigenous traditional knowledge and cultural rights, this panel will provide insight on the CMA’s work to date and allow attendees with an opportunity to provide feedback into this national endeavour.

4:15 – 5:30 pm  
**CMA Business Meeting**  
*Open to members only.*

5:30 – 7:00 pm  
**CMA EXPO 2020 Opening Reception**

Join your colleagues and valued exhibitors as you discover the latest products and services that will help you work more efficiently and effectively!

Once again, CMA will be providing a conference app to ensure participants are up-to-date on all the news on the conference, able to contact their fellow delegates and exhibitors and to provide an opportunity to win fabulous prizes provided by the exhibitors. Details will be provided to delegates prior to conference.

**Fee:** FREE! This is included in your **basic and all-inclusive registration fee!** Additional tickets may be purchased for guests at a cost of $40. Includes light refreshments and one glass of wine followed by a cash bar.

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7:00 – 9:30 pm

**Evening Event**

**Arts of One World at the Montreal Museum of Fine Arts**

The Montreal Museum of Fine Arts’ (MMFA) *Arts of One World* collection, the second largest of its kind in Canada, comprises over 10,000 artworks and archaeological artifacts from the Museum’s encyclopedic collection, including treasures from Africa, Asia, the Americas, Oceania and the Mediterranean. At the heart of this humanist, socially engaged museum and one of the most cosmopolitan cities in the world, the MMFA’s new *Arts of One World*, the new Stephan Crétier and Stéphany Maillery Wing, showcases over 4,000 artworks, reinforcing the trans-historical and intercultural discourse between different cultures of our past and our times. It opens the way to addressing disciplines and social issues beyond the discourse of art history, promoting dialogue and the understanding of one another. Tonight, let us bring you around the world with a special evening celebrating culturalism through art and special performances! Guests will also have special access to the exhibition *Paris 1900 and Post-impressionism: Signac and the Indépendants*. Discover a magnificent body of paintings and graphic works by Signac and the avant-garde: Impressionists, Fauves, Symbolists, Nabis, Neo-Impressionists and observers of life in Paris — an exceptional private collection exhibited in its entirety for the first time.

**Fee:** $95. This event is included in your **all-inclusive registration fee!** Open to delegates and guests. Fee includes gallery access, special programming, buffet dinner and one complimentary glass of wine followed by a cash bar.
Friday, April 17

7:00 am – 5:00 pm
Registration/Information

7:00 – 8:30 am
Breakfast with Exhibitors

8:45 – 10:00 am
CMA 2020: Strategic Planning

10:00 – 10:20 am
Networking Break with Exhibitors

10:15 – 11:45 am
Meeting of the Fellows

By invitation only!

10:30 – 11:45 am
Breakout Sessions #3

7:00 – 8:30 am
Breakfast with Exhibitors

8:45 – 10:00 am
CMA 2020: Strategic Planning

10:00 – 10:20 am
Networking Break with Exhibitors

10:15 – 11:45 am
Meeting of the Fellows

By invitation only!

10:30 – 11:45 am
Breakout Sessions #3

Session 13

Report Launch: The International Dimension of Canada’s Museums

Moderators: Thomas Bastien, Montreal Museums of Fine Arts; Sascha Priewe, Royal Ontario Museum
Panelists: Jeffrey Brison, Katie-Marie McNeill and Ben Schnitzer, Queen’s University; Sarah E.K. Smith, Carleton University

This session launches the report of a new study on global engagement of museums in Canada. Funded by Mitacs and realized in partnership with the Montreal Museum of Fine Arts, graduate research fellows from Queen’s University conducted research at museums across Canada to establish baseline data on the international and cultural diplomatic activities taking place within the last decade. Museums included in this study cover a variety of sizes, funding models, jurisdictions and collection profiles, which renders this study relevant for institutions beyond the museums studied. This session will present the results of the report with students presenting select case studies. By discussing this report and speaking to its implications, we intend to spark a vital knowledge exchange between museum professionals on the international work of Canadian learned museums. Our aim is to engage in a conversation that can provide inspirations for one’s own museum practice, consider the lessons learnt and celebrate successes and innovative practices.

Session 14

Us vs Them, Past vs Present, Habs vs Jets:
Two Museums Doing Human Rights Education Together

Moderator: Clint Curle, Canadian Museum for Human Rights
Presenters: Graham Lowes, Canadian Museum for Human Rights and Monique MacLeod, Montreal Holocaust Museum

The Montreal Holocaust Museum and Canadian Museum for Human Rights partnered under an InterAction grant to develop a pedagogical guide called Us vs Them: Creating the Other. The lessons analyzed in the guide explore the relationship between othering, human rights violations and the process of genocide. Students analyze artefacts, timelines and survivor testimonies from two case studies of genocide, one historical and one contemporary: The Holocaust and the Rohingya genocide in Myanmar. In developing the tool, the two museums drew on their existing relationships with Canadian Rohingya and Holocaust survivor communities. Representatives of both museums will share their different perspectives on what worked (and did not work) in the development and collaboration process, lead the audience in an interactive demonstration of one of the lessons and discuss how it has been received in museum and school contexts across Canada.
Audio Museum Tours – Collaborative Artwork Interpretation Podcasts for Young Listeners

**Moderator:** Prune Liettier, La puce à l’oreille  
**Panelists:** Patricia Boyer, Montreal Museum of Fine Arts; Zoe Gagnon-Paquin, Magnéto

The goal of our proposal (institutional case study) is to present the research findings from a collaborative project involving podcasts for young listeners that interpret works found in the permanent collection of the Montreal Museum of Fine Arts. This project, funded by the Conseil des Arts et des Lettres du Québec (CALQ), will be implemented in the fall of 2019. It is divided into several phases: selection and documentation of five works from the museum’s permanent collection; the writing of short audio fictions related to these works by author Simon Boulerice; the production of podcasts by the organization Magnéto; the development of an associated educational project by the organization La Puce à l’Oreille; the holding of family and school focus groups designed to test the results with the target audience; and, finally, collecting data (qualitative and quantitative) and formulating recommendations. The final stage will be carried out in collaboration with UQAM’s Chair in Multimodal Media Literacy. We will present a preview of the research findings from the project, including observations on best practices in the implementation of collaborative projects involving museums and cultural organizations and the results obtained among the target audience, especially in terms of young listeners’ level of interest in and ownership of the artworks in various contexts.

Opening Your Spaces and Engaging Individuals from Vulnerable Populations

**Moderator:** Julie Leclair, Ingenium  
**Panelists:** Christina Kerr, McMichael Canadian Art Collection; Andrea Ubell, Alzheimer Society of York Region; Laura Robin and Brittany Vis, Maritime Museum of British Columbia

Cultural institutions have the ability to create a sense of belonging and well-being within a community and more often than not, vulnerable populations are the most in need of this. To answer this need both the Maritime Museum of BC and the McMichael Canadian Art Collection have created initiatives and programming to target both vulnerable and marginalized populations within their regions. The Maritime Museum is offering programming free of charge and the McMichael is offering a creative engagement to individuals living with dementia along with meaningful participation from senior volunteers. This discussion panel will share information on each project along with addressing various challenges and successes faced throughout the process; including perspectives from different partners who were involved with both institutions. The panel will conclude with a question and answer period and will give participants tips to begin similar initiatives within their own institutions.
Library & Culture Pass: Partnerships, Strategies and Solutions for Access

Moderator: Ian Kerr-Wilson, Tourism and Culture, Planning and Development, City of Hamilton
Panelists: Megan Mainwaring, New Brunswick Museum; Shelley McKay, Hamilton Public Library

Museum-library partnerships encourage library use, promote arts, science and history, inspire creativity and reduce barriers to access. When a library card offers free access to museums, galleries, activities and performing arts venues, both new library card registrations and museum visits significantly increase. The New Brunswick Museum joined the cultural pass lending program of the New Brunswick Public Library Service for a province-wide program for all residents to use their library card to receive a printed free admission pass using existing receipt-issuing equipment. Hamilton Public Library and Hamilton Civic Museums’ successful partnership grants library card holders free access to civic museums and heritage buildings. Learn about the benefits of reaching residents this way and discover options to develop your new pass program or ensure your existing program delivers.

Insurance Matters!

Moderator: TBC
Panelists: TBC

Join the conversation with members of the CMA member insurance program. Find out what’s new plus learn more about critical issues relevant to museums and galleries. This session will help you address your questions and concerns on insurance and risk.

Closing Luncheon with Exhibitors and Fellows

Paradigm Shift: The Real Roles of Arts and Culture

The Honourable Patricia Bovey
Senator for Manitoba

From my dual perspectives as an independent Senator and long-time Museum Director I will show and explore ‘The Octopus’ I devised that tangibly links arts and culture, including museums, with every aspect of Canadian society, highlighting current issues and crises. I will be updating it with current initiatives in the Senate, on Parliament Hill and internationally. In addition, we will look at current legislation and reports that involve the museological sector, stressing the importance of having the sector involved in multi-aspects of Canadian life.

Kindly supported: by Robert Laidler and Yosef Wosk

Ice Cream Break

Kindly supported by: PACART®
**Breakout Sessions #4**

**Session 19**

**Exhibiting Dinosaurs in the Age of Humans**

**Moderator:** Pauline Dolovich, Reich + Petch Design  
**Panelists:** Richard Lewis, Richard Lewis Media Group; Laura Donnelly-Smith and Siobhan Starrs, Smithsonian Institute National Museum of Natural History

The evidence is clear: Humans are a force of global change that no species before us has rivaled. As centres of trusted informal science education, museums must find new ways of engaging visitors on climate change: meeting them where they are, helping them navigate this challenging area and instilling hope that inspires new behaviors and conversations. This was the mission—and the risk—for the Smithsonian’s National Museum of Natural History Deep Time Fossils Hall which opened June 2019. Human impact on our planet is emphasized as a core message of this signature gallery that historically has had a visitation of 6 million visitors per year, making this the most visited natural history gallery in the world. The development team worked closely with climate-communication experts, tested and re-tested messaging and exhibition text and developed high-quality, evocative audiovisual presentations and interactive activities that have been lauded in newspaper articles, broadcast news and across social media networks including #deeptime. This session will present the approach taken for human impact communication for this groundbreaking project from both the museum’s and the designers’ perspectives, discussing lessons learned, what worked and what didn’t.

**Session 20**

**Place Making: Diversity, Personal Narratives and Community Building in Our Museums**

**Moderator:** Eve-Lyne Cayouette Ashby, GSM Project  
**Panelists:** Chatherine Charlebois, Centre d’histoire de Montréal; Gracia Dyer Jalea, Toronto Ward Museum; Armando Perla, Swedish Museum of Movements

How can museums contribute to place-making and inclusive city building? Can they help improve a neighbourhood, city, or region by bringing together multiple perspectives and creating spaces for dialogue? How can they become places for community building, solidarity building and inspire social cohesion and transformation? This session will look at three case studies: the Centre d’histoire de Montréal, a Montreal-based city museum which seeks to bring to the fore witnesses of historical events and their stories, while putting them in dialogue with specialists; the Toronto Ward Museum, a community-engaged organization that facilitates the preservation and sharing of personal stories of migrants in Toronto’s history; and the Swedish Museum of Movements, which aims to develop an ethical framework to regulate the researching, collecting, archiving and disseminating of oral histories and personal narratives in the museum sector before starting the work on its inaugural exhibitions.

**Session 21**

**Sharing Our Digital Heritage into the Future: An Update and Discussion of the National Heritage Digitization Strategy**

**Moderator:** Paul Durand, Canadian Museum of History  
**Panelist:** Caitlin Horrall, Library and Archives Canada

Since 2016, Canadian libraries, archives and museums have been working together through the National Heritage Digitization Strategy (NHDS) to share expertise and resources to support the digitization, preservation and discovery of Canadian documentary heritage. It is part of a global movement of cooperation among memory institutions shared vision to make digitized collections
interoperable on a global scale. This session will talk about our progress, key projects and upcoming activities. We also want to hear from you. How can we make the NHDS better? What can we leverage from similar national projects? What can the NHDS be and how can Canada contribute to this ambitious global movement?

Session 22

Leave the Heritage Sector. Wait, What?!  
**Moderator:** Diana Carter, Ottawa Museum Network  
**Panelists:** Megan Lafrenière, Library and Archives Canada; Christine McGuire, Diefenbunker: Canada's Cold War Museum; Heather Montgomery, Bank of Canada Museum

More and more, museums are following best practices to hire outside of the sector for diverse expertise, unique skillset and strategic leadership. But what if you had both experience in the heritage and a different industry sector? The benefits of working outside the sector are far reaching. It allows you to step outside your comfort zone, which opens up opportunities to develop new skills and have experiences that contribute to your overall growth as a professional, as well as your competitive edge. When we learn a new industry and then apply what we’ve learned in other industries — the results can be earth-shaking. Panelists will share their firsthand experiences working outside the industry sector, expertise gained and the unique vantage point it has given them of the museum community and the organizations they work for now. It will provide insight into how museum professionals can take these skill sets and apply it to their current or aspiring roles.

Session 23

Museums North of 60: Success and Challenges  
**Moderator:** Sarah Carr-Locke, Prince of Wales Northern Heritage Centre  
**Panelists:** Brian Groves and Nyla Klugie-Migwans, Yukon Department of Tourism and Culture

Museums in Canada’s northern territories often face unique challenges due to their remote location and lack of infrastructure. However, as northern museum practitioners, we also acknowledge that some of our ways of working, particularly with Indigenous peoples have been in place much longer than in museums down south! As all Canadian museums look towards reconciliation and decolonization, heritage practitioners must consider how Indigenous self-determination will change the way museum collections are held and managed. This session will provide information on how northern museums can help provide best practices and models for our southern neighbours.

Session 24

Museums and the Climate Emergency: Taking Action  
**Moderator:** Viviane Gosselin and Robert Janes, The Coalition of Museums for Climate Justice  
**Presenters:** Florence Daviet, Canadian Parks and Wilderness; Eric Hagan, Canadian Conservation Institute; Glenn Sutter, Royal Saskatchewan Museum

Tackling the climate crisis requires a change of heart, mind and public policy. As highly trusted sources of information and as public spaces dedicated to lifelong learning, museums can play a role in creating conditions to achieve a just and equitable transition to a climate-safe future. This session will present applied research and tangible climate actions undertaken by museums, wilderness parks and a conservation institute, to transform institutional practice and mobilize public attention and action. Presenters will share their planning, implementation and monitoring frameworks. They will also discuss their respective approaches to nurture strategic partnerships across sectors and overcome defeatist attitudes. An introductory video will be followed by four short presentations and small group exercises designed to familiarize participants with a series of checklists and tools that may be used to pursue climate action.
Session 25

Respect the Hustle: What Museums Can Learn from Community Organizers

Moderator: John Summers, Halton Region Heritage Services
Panelists: Florencia Berinstein, Workers Arts and Heritage Centre; Julian Kingston, Oakville Museum; Meredith Leonard, Halton Region Heritage Services

We all know that museums need to engage more deeply and broadly with their communities, but how exactly can we do that? This panel session will explore how three different types of heritage organizations (private not-for-profit museum, community museum and an upper-tier municipal heritage service organization) have employed principles of community organizing to engage and empower members of their local communities around issues of shared importance. Through dialogue with the panelists, participants will discover how Halton Region Heritage Services, the Oakville Museum and the Workers Arts and Heritage Centre have worked with local organizations, students, teachers and artists to broaden their engagement while shaping a more connected and sustainable future for both their institutions and the communities they serve. Panelists will share lessons learned, strategies, tools and approaches for enriching museum/community relationships.

Register now at museums.ca/site/conferences_national.

Friday, April 17

3:30 – 4:15 pm

Closing Keynote

Toward Cultural Equity: The Pioneering Role of Tomorrow’s Museums

Jérôme Pruneau
Directeur général, Diversité artistique Montréal (DAM), Université du Québec à Montréal (UQAM)

In a world of ever-evolving technology and climate change, with consequences that include large-scale migratory movements and from which Canada is not excluded, issues associated with migrant reception, diversity, inclusion and fair representation are essential and worthy of our attention. Museums, as the keepers of history and stories, as well as behaviours and ways of doing things, identities, imagery and representation, play a critical role as visionaries at the forefront of these issues. More than ever, they need to innovate, inspire and each according to their size, offer a reading and a vision of present-day and future social realities in which everyone recognizes themselves. The expression “vivre-ensemble” (living together in harmony) takes on its full meaning in the context of the challenges that lie ahead in ensuring an artistic and cultural environment that is equitable and inclusive. It is all of our business — indeed, our responsibility.
Friday, April 17

5:30 – 7:15 pm

CMA Awards Ceremony and Reception

Join the CMA Board and your colleagues from across Canada for a celebration recognizing the award winners! Presentations will include the CMA Awards of Outstanding Achievement, CMA Awards of Distinguished Service, the Museum Volunteer Award and ICOM Canada’s International Achievement Award. The ceremony will be followed by a Cocktail Reception.

Fee: Included in all-inclusive registration fee! Additional tickets for guests available at $40.

7:30 pm onward

Closing Gala Dinner – Your Prescription for a Night of Fun

Time to wind down, get loose and boogey, doctor’s orders! We’ve planned for a fun evening of great music and food, amidst the icons of Montreal.

Fee: Included in all-inclusive registration fee! Includes dinner, dancing and wine with dinner followed by a cash bar. Additional tickets for guests available at $135.

Kindly supported by: eos light media.