museum enterprises conference

January 23–25, 2020

Toronto Marriott City Centre Hotel

The one-stop conference that will help you generate more $$$ and increase visitor satisfaction!

admissions
engagement
facility rentals
food services
membership
retail services
revenue generation
special events
visitor services

Sponsored by:

CANADIAN MUSEUMS ASSOCIATION

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As retail and visitor experience/engagement professionals, a vital part of our job is to make visitors feel welcomed and wanted while at the same time maximizing revenue. We ensure that our institutions are relevant and that each and every visitor understands their value and importance to us. The 2020 Museum Enterprises Conference gathers experts to lead a variety of unique sessions designed to educate attendees on best practices, encourage the sharing of ideas, and explore how we can work together. The program for MEC 2020 has been designed to help further develop your business/visitor experience and entrepreneurial skills that will help maximize the results of museum-based commercial activity in your institution. Please take a look at the following program and see how MEC 2020 will help you generate more money and deliver a higher level of visitor satisfaction!

Who should attend?

If you are involved in revenue generation, retail and food operations, visitor services, admissions, membership, rentals and special events then this is the Conference for you! Here's six reasons why your institution should support your attendance and participation.

The 26th annual Conference will enable attendees to:

- Find solutions to issues you currently face.
- Share innovative ideas and best practices with others in the cultural commerce community and learn firsthand what others have been doing.
- Discover tools to survive this changing economy and business environment.
- Gain valuable information from leaders in our sector.
- Visit the MEC Expo with vendors that understand your visitors and your merchandising needs.
- Network with your colleagues from across Canada!

The value of your participation and attendance:

- Focus on what you will specifically bring back to your institution as return for the investment.
- Offer to prepare and deliver a short presentation and Q&A to your colleagues upon your return to share what you learned. That way, others in your institution will also benefit from your attendance, too.

Tips on saving money at the Conference:

- Apply for a CMA Bursary.
- Watch for seat sales on Canada's airlines.
- Share a room to reduce hotel expenses. Let us know if this is of interest to you.
- Send three or more delegates from your institution and enjoy additional savings of 10% off the registration fee.

Acknowledgements

Thank you to the following individuals, who have all been instrumental in the planning of this Conference. They are a group of volunteers who work diligently to develop useful programming that meets your needs!

- Cindy Desrochers, *Finance and Retail Operations Manager, Saint-Boniface Museum*
- Nancy Helmers, *Engagement Manager, Art Gallery of Burlington*
- Robert Laidler, *Board Member, Museums Foundation of Canada*
- Constance MacDonald, *VP Programs, Events, Commercial Services, Royal Ontario Museum*
- Sue-Ann Ramsden, *Deputy Director, Membership and Client Services, Canadian Museums Association*
- Malcolm Smith, *Retail Sales and Product Development Manager, Canadian Museum of Immigration at Pier 21*
- Michael Wallace, *Executive Director, Theatre Museum Canada*

Questions?

Please contact Sue-Ann Ramsden: sramsden@museums.ca

Sessions and speakers are continuously being added to the preliminary program as they are confirmed. Please check www.museums.ca/site/conferences_mec periodically for the most up-to-date list of speakers.

Veuillez noter que ce congrès se déroulera en anglais seulement.

Accommodations

The **Toronto Marriott City Centre Hotel** in the Rogers Centre at the base of the CN Tower is the host hotel.

Reserve by **January 7, 2020** to receive the specially-negotiated rate of **$177**. Visit **museums.ca/site/conferences_mec** or call **1-800-237-1512** and quote the group name **MEC2020**.

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Thursday, January 23

8:00 am ..... Registration and Welcome Coffee

8:45 – 9:00 am ..... **Conference Opening**

Karen Bachmann, *Director/Curator, Timmins Museum: National Exhibition Centre, CMA Past President*

9:00 – 10:00 am ..... **Opening Keynote**

From the Ground Up

Lisa Leblanc, *Director General, Canada Science and Technology Museum*

In 2017, the Canada Science and Technology Museum started with a clean slate after being rebuilt from the ground up. The museum set up retail and ticketing systems. They experimented with different pricing methods for blockbusters and they explored new approaches to the visitor experience. Visitors participate in on-site research and see science on stage. Being accessible and inclusive on the physical, sensorial and intellectual level has been a priority – resulting in a gold rating under the Rick Hansen Foundation Accessibility Certification program. But being inclusive also means visitors are able to see themselves represented in exhibitions and programming. The museum has had some important successes, but also some misses. Listening to feedback and being open to failure has been an important part of the process. The 2020 Opening Keynote will give attendees insight how new approaches at your own institution can positively affect the visitor experience.

About your speaker: Lisa Leblanc became Director General of the Canada Science and Technology Museum in October 2018. Before joining Ingenium, Lisa worked as Director, Learning and Canadian Children's Museum Renewal at the Canadian Museum of History. Prior, she was responsible for program development and visitor experience of the Canadian History Hall at the Canadian Museum of History. Lisa was part of the team that developed the new Canadian War Museum. After the Museum opened in 2005, she was responsible for its visitor experience and program development.

10:00 – 10:15 am ..... Networking Break

10:15 – 11:45 am ..... **Breakout Sessions**

❶ Visual Merchandising

This session will give you the tools to use the theatre and drama of visual merchandising to the optimum effect in your retail operation. You'll learn how to plan your space in order to get the best out of your products and how you can create stunning displays on any budget. This interactive, hands-on session will help ensure you get the best out of your merchandise visually!

❷ Making the Impossible Possible – Successful Facility Rentals

Facilitator: **Constance MacDonald**, *Royal Ontario Museum*
Panelists: **Kelly Eyamie**, *Diefenbunker;* **Molly McTiernan**, *Timmins Museum: National Exhibition Centre; others TBC*

More and more institutions have to rely on holding many events to help pay the bills. How do you make private rentals, parties, weddings, receptions, and even funerals work at your institution to help you meet your mission while generating revenue? Hear a range of innovative ideas showing how different types of museums are thinking outside to box to ensure the success of their facility rentals. Learn to think creatively and how best to put your ideas into practice.

Noon – 1:00 pm ..... **Luncheon**

1:15 – 2:15 pm ..... **Industry Panels**

❶ New Developments in Point-of-Sale Systems

Presenter: **Michael Steg**, *Tri-City Retail Systems; others TBC*

Get all your POS System and industry software questions answered on this interactive panel. Meet the mind behind the technology as well as the end user! You'll learn how to find the best technology that will work for your needs and that of your visitors.

❷ New Developments in Ticketing Systems

Presenter: *TBC*

Get all your ticketing system and industry software questions answered on this interactive panel. Meet the mind behind the technology as well as the end user! You'll learn how to find the best technology that will work for your needs and that of your visitors.

2:30 – 4:00 pm ..... **Breakout Sessions**

❶ Design Trends: Re-Energize your Front-of-House Spaces

Presenter: **Rebecca Hay**, *Rebecca Hay Designs Inc.*

It's a new year and time to re-energize your front-of-house spaces. Rebecca shares the top design trends for 2020 and which trends to focus on when updating any space. She shares how the consumer experience is similar to every homeowner experience in that your surroundings affect how you perceive a product and a space. The psychology of design is a fascinating study that when paired with the latest trends can make for an undeniable visitor experience.

The program is subject to change. Visit www.museums.ca/site/conferences_mec for updates and additions.

❷ Museum Horror Stories

Presenter: Mike Wallace, *Theatre Museum of Canada*

Come share your event, visitor services and management horror stories in a safe and laid-back environment! Commiserate with your colleagues, discuss lessons learned, and share plans you've put in place to avoid sequels.

4:00 – 7:00 pm ..... **CMA EXPO and Stars and Dog Reception**

MC: Nancy Helmers, *Art Gallery of Burlington*

Meet suppliers and artisans whose products range from apparel and Fairtrade products to jewellery to decorative accents. Join your colleagues and valued exhibitors in an entertaining icebreaker that's sure to be loaded with lots of laughs. Bring your best-selling "Star" item (by dollar value or volume and turn) plus one "Dog" item. They'll be displayed anonymously. Delegates and exhibitors will have the opportunity to guess which are the stars and which are the dogs.

Friday, January 24

9:00 am – 4:00 pm ..... **Offsite Mobile Workshop**

Toronto's Distillery District

See how others do it! Enhance your training with our full-day off-site Workshop of the Distillery District.

The **Distillery Historic District** opened in 2003 and today it is widely regarded as Canada's premier arts, culture and entertainment destination. We'll depart the Toronto Marriott City Centre Hotel at 9 am for a short walk to the King streetcar.

Our first stop is at the **Soulpepper Theatre**. Located in its multi-venue home, the **Young Centre for the Performing Arts** in Toronto's Distillery Historic District, Soulpepper is Toronto's largest not-for-profit theatre company. Soulpepper staff will share their expertise concerning:

- Successful group sales and memberships
- How to target youth with low pricing incentives
- How your ticketing system can work with your fundraising efforts

We'll be joined by **Herman Lo**, Director of Visitor Experience at the Art Gallery of Ontario, who will share the AGO's strategy for removing admission fees and the impact it has had on attendance and sales within their Boutique.

Distillery representatives will talk about the **Christmas Market** and **Light Festival** and how to animate your space.

We'll take a break for lunch before joining staff from **Trajectory Branding**. Working with museum clients like the Canadian Museum of Nature, McMichael Canadian Art Collection, Royal Ontario Museum and the Art Gallery of Ontario, Trajectory staff will provide insight on how museum brands have evolved, where they are going and how important it is for front line staff to understand the process.

Our day would not be done until we had spent time with a couple of the 400+ shopkeepers found within the Distillery District. You'll have some time to visit the shops to see how retail-for-profit stores do it!

Finally, what would a tour of the Distillery District be without a tour of a Distillery. Our final stop of the day will be at the **Spirit of York** where we'll have a tour and tasting.

The Offsite Mobile Workshop is included in the registration fee. Includes transportation via streetcar, on-site educational session(s), tours, lunch and one-drink at the end of day Distillery Tour/Reception. You'll be free to return to the Hotel on your own when the day is done.

Saturday, January 26

8:30 am ..... Registration and Information

9:00 – 9:45 am ..... **General Session**

"In the interest of good customer service, I think I should go home now" — and Other Frontline Challenges and What We Can Do about Them

Karen Bachmann, *Timmins Museum: National Exhibition Centre*

You have wonderful exhibits. Your gift shop is a dream. The building looks great — so what's the problem? Oh yeah – the human element. Customer service will make or break the visitor experience. In this presentation, we'll look at good CS practice — discuss a few problems that turn people right off and share a few tricks of the trade to make sure that both the visitor and the staff can "have a nice day".

9:45 – 10:00 am ..... Networking Break

10:00 – 11:30 am ..... **Workshops**

❶ Retail 2020

Presenter: Barbara Crowhurst, *Retail Makeover*

Join Barbara Crowhurst, CEO, Retail Makeover as she talks about the hottest topic affecting Retailers in 2020. Let 2020 be your Retail Renaissance. To make this a truly inclusive session Barbara will reach out to each of you this Fall and find out what your biggest challenges and concerns are.

About your Facilitator: One of North America's leading retail consultants, **Barbara Crowhurst** is a writer, international speaker and trainer. Her comprehensive and detailed approach to retail comes from years of working in the industry. Her career has taken her from working with some of the largest corporate retailers in North America to consulting with thousands of independent retail specialty stores including museum shops!

❷ Visitor Journey Mapping in Museums and Galleries

Presenter: Sarah Hill, *Lord Cultural Resources*

A positive and personalized museum experience helps make visitors more open to learning, enhances their perceptions of your institution's value and leads to a more impactful encounter overall. Ultimately, those that enjoy their time at your museum will visit more, spend more, volunteer more, and recommend you to others. However, it can sometimes be challenging to visualize this visit from start to finish. That is where visitor journey mapping can come into play. The journey mapping process asks you to identify your specific visitor "types", create personas for them and then put yourself into their shoes. By "following" in their footsteps before, during and after their museum visit – both physically and digitally – you can begin to identify the visitors' needs, behaviors and emotions, as well as the highlights and pain-points they might encounter along the way. The end result is a set of graphic visualizations of these experiences which can then be used to develop a strategy to build on core strengths, address key issues, take advantage of new opportunities, and customize experiences. Journey mapping is a simple, highly efficient, low-cost method that can work for any museum, from small to large and from natural history to fine art. This session will discuss audience expectations for the 21st century, review the visitor journey mapping process and provide the tools you need to undertake your own visitor mapping exercise, alongside a series of inspirational ideas, tips and tricks that you might consider employing in your own museum to improve the visitor experience.

About your Facilitator: **Sarah Hill** is a Senior Consultant within the Management Consulting team at Lord Cultural Resources. Sarah's core competencies include visitor experience design, public engagement, strategic development and business planning. With the rise of digital technologies, Sarah has taken a particular interest in helping museums to develop a new visitor experience that seamlessly transitions between physical and virtual and is a company leader in thinking and planning 'digitally'. Sarah holds a Bachelor of Commerce in Marketing and International Business from McGill University, Montreal and a Master of Arts with distinction from Queen Margaret University, Edinburgh in Arts and Culture Management.

Noon – 1:15 pm .....

Luncheon
and an Update on the CMA Museum Retail Consortium

Enjoy lunch with your colleagues and learn what's been happening with the CMA Retail Consortium Program.

1:30 – 4:30 pm.....

General Session

Delivering a Visitor-Centred Museum Experience

Facilitator: **Brian McAlonie**, *BMS Consulting*

Museums are now competing directly with for-profit companies to attract visitors to their cultural institutions and heritage organizations. Whether it be binge-watching programs on Netflix or Amazon Prime, attending sporting events, concerts, or going to the theatre, shopping, or visiting a restaurant, museums are finding it more challenging to attract and retain visitors. Museums can always do a better job of meeting and exceeding the wants and needs of their visitors, but a key in this process is learning more about them through visitor studies. Many museums feel they do not have resources or the staff to conduct thorough visitor research and studies. However, there are a wide variety of tools that cultural institutions and heritage organizations can implement from conducting visitor research on their own to hiring a firm to help make the process less daunting and more meaningful. Some of the standard demographic and qualitative tools museums currently use to learn about their visitors include admissions and membership information, surveys and questionnaires, visitor journey mapping, focus groups, community meetings, mystery shoppers and more. The first half of the session will touch on these primary visitor research tools, but spend more time reviewing and discussing current industry best practices as well as new visitor study methods. The second half of the session will workshop some of these concepts to provide practitioners with some practical tools that you will be able to implement in your own institution.

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.

4:45 pm.....

Closing Remarks

5:00 – 6:30 pm.....

Closing Reception

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How to Register

Online: museums.ca/event/enterprises2020
Phone: (613) 567-0099 ext. 222
Mail: CMA 2020 Museum Enterprises Conference
280 Metcalfe St., Suite 400, Ottawa, ON K2P 1R7

If you have any questions, please contact:
membership@museums.ca or (613) 567-0099 ext. 222.

Delegate Information

Name _____

Title _____

Institution _____

Address _____

City _____

Province _____ Postal Code _____

Telephone # _____

Email _____

☐ I agree that my name and contact information as it appears above will be included in the delegates list. This document will be made available to the delegates and exhibitors attending the MEC 2020.

☐ I agree to receive electronic communications from the CMA.

Meal Requirements:

☐ vegetarian meals ☐ gluten-free meals ☐ lactose-intolerant
☐ allergic to nuts ☐ allergic to eggs ☐ allergic to shellfish

Institutional Information

CMA membership number _____

Apply for a Travel Bursary

www.museums.ca/site/bursaries

Cancellation Policy: Only written cancellations will be considered. Fees for cancellation prior to January 12, 2020 will be refunded less a 25% administration fee. Due to financial commitments made in advance, no refunds will be granted after January 12, 2020.

☐ I have read and hereby acknowledge the cancellation policy.

Signature: _____

Save with our 2020 Head Start Rate!

Register early and save up to $155!
Plus, attend MEC 2020 and receive a $150.00 credit* towards the 2020 CMA National Conference.

All-Inclusive Registration

(Includes Study Tour on Friday)

	CMA Member	Non-Member
Head Start Rate (register by Dec 20, 2019)	☐ $595	☐ $695
Early Bird Rate (register by Jan. 6, 2020)	☐ $650	☐ $750
Late Rate (register after Jan. 6, 2020)	☐ $750	☐ $850

Daily Registration

Thursday	☐ $400	☐ $450
Saturday	☐ $400	☐ $450

Total $ _____

Method of Payment

☐ Cheque enclosed (payable to the Canadian Museums Association).

Please charge my: ☐ VISA ☐ MasterCard

Name on card _____

Card Number _____

Expiry Date _____ CVV (on back of card) _____

Signature _____

The conference program is subject to change without notice.
Check museums.ca/site/conferences_mec regularly for updates.

Unless otherwise indicated, the views expressed by any participant at any activity organized by the Canadian Museums Association (CMA) reflect the opinion of the specific participant, and do not necessarily represent the views or policies of the CMA. Participants are expected to be constructive, respectful and professional in their engagement at CMA events.

MEC 2020: in English only / en anglais seulement.

*The $150 credit is non transferable and does not apply on daily registrations.