CANADIAN MUSEUMS ASSOCIATION
ASSOCIATION DES MUSÉES CANADIENS

museum enterprises conference 2020

The one-stop conference to help you generate $$$ and increase visitor satisfaction.

THURSDAY, JANUARY 24 – SATURDAY, JANUARY 26

WHO SHOULD ATTEND?

If you are involved in revenue generation, retail operations, visitor services, admissions, membership, food services, rentals or special events then this is the Conference for you!

WHY YOU SHOULD PARTICIPATE?

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

Apply for a travel bursary:
www.museums.ca/site/bursaries

Save

Register by December 20, 2019 and save!

Register at:
museums.ca/event/enterprises2020
or call **613-567-0099** ext. **222.**

Questions?
Please contact sramsden@museums.ca

VALUABLE LEARNING OPPORTUNITIES

Keynote Addresses

Educational Sessions

- Visual Merchandising: Creating Stunning Displays to Optimize your Retail Operation
- Making the Impossible Possible: Successful Facility Rentals
- Design Trends: Re-energize your Front-of-House Spaces with **Rebecca Hay**
- Museum Horror Stories

Rebecca Hay

Barbara Crowhurst

Industry Panels

- New Developments in Point-of-Sale Systems
- New Developments in Ticketing Systems

Half-Day Workshops

- Retail 2020 with **Barbara Crowhurst**
- Visitor Journey Mapping in Museums and Galleries

Offsite Mobile Workshop

- See How Others Do It!

CMA EXPO and Stars and Dog Reception, Luncheons, update on CMA Museum Retail Consortium and much more!

Accommodation

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, 2019 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**.

MEC 2020: in English only / en anglais seulement.

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

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