Public engagement... Not a trend, but the future

Everyone wants an engaged public, but do our museums and galleries actively make our communities better places to live? As museums struggle for operating funding, we must reevaluate not only who comes through our doors, but also who remains outside them. We must ask how public engagement differs from audience development, and how it impacts the bottom line. What do our relationships look like today? How are we building them, and are we providing our publics what they need? Is engaging with the public indeed our primary role?

Please join us at CMA 2015 at the Fairmont Banff Springs Hotel to discuss these critical questions.
The town of Banff was founded in 1883 when two Canadian Pacific Railway (CPR) workers went looking for gold and instead found hot springs — now known as the Cave and Basin National Historic Site. Tourists, explorers, outfitters and entrepreneurs flocked to the area for its bounty in hopes of claiming some as their own. In 1885, the Government of Canada acted to protect the town’s unique wilderness by declaring it the country’s first national park.

The town name was derived from the Banffshire county of Scotland, which was the birthplace of George Stephen and Donald Smith — two of the CPR’s founders.

Today, Banff National Park is a UNESCO World Heritage Site, covering 6,641 sq. km (2,564 miles) of rugged rocky mountain territory. Banff is the only civic centre in Canada situated within a national park. The town has approximately 8,000 permanent residents and is host to between three and four million visitors annually.

Banff National Park is also home to seven National Historic Sites: Skoki Lodge, Abbot Pass Hut, Cave and Basin, Banff Park Museum, Fairmont Banff Springs Hotel, and the Sulphur Mountain Cosmic Ray Station atop Sanson’s Peak. Careful stewardship by Parks Canada helps ensure a low human impact on the wild areas of the park.

The Government of Canada originally developed the Cave and Basin National Historic Site as a health resort and sanitarium to help finance the CPR and Canada’s new confederation. Prime Minister John A. MacDonald quipped that the naturally occurring warm mineral springs would “recuperate the patient and recoup the treasury.” The Site commemorates the birthplace and celebrates the growth of Canada’s national park system with interactive displays and exhibitions.

The Whyte Museum of the Canadian Rockies is a gateway to experience and enjoy the art, culture and history of the region. The Museum, which contains an archive and library, was inspired by Banff artists Peter and Catharine Whyte. It collects, preserves, exhibits and makes available research and education materials related to the cultural heritage of the Canadian Rockies.

The renowned Banff Centre for the Arts has made Banff a cultural hotspot and a mecca for sport, while fine dining, shopping, a lively nightlife and an easygoing atmosphere complete the town’s charm and add a human touch to the surrounding natural wonders.

The Fairmont Banff Springs, host hotel for CMA 2015, was originally a four-storey wooden building designed by Bruce Price, one of the late 19th century’s most famous architects. The hotel was founded near the Bow River where it takes a short but impressive plunge to confluence with the Spray River. Several expansions and renovations over the past 100 years have brought the building to its current impressive state.

The CMA Board of Directors and the 2015 planning committee look forward to welcoming you to Banff.
Flying to Calgary?

Westjet has been selected as the preferred carrier of the CMA’s 2015 Conference. You will receive a 10% discount off the best-available Econo and Flex fares available at the time of booking (taxes, fees and surcharges are extra). For reservations by phone or flight inquiries please call: 1-877-952-4696 and quote discount code CC8501 at the time of booking. The discounted rates are available for travel from April 8 to 25, 2015.

Transfers from Calgary to Banff:
Guests can book online at www.explorerockies.com or by calling 1-800-760-6934. In order to get the 20% discount online, please enter CMA2015 under the promo code when you “check out”. If you are speaking to an agent, please identify yourself as being with CMA2015 in order to get the 20% discount. The promo code is valid from April 10th to 20th 2015.

Travel with Brewster and take advantage of the benefits below.
- Convenient daily departure schedule, guaranteed
- Spacious, comfortable, reclining seats
- Abundant luggage space and overhead compartments
- Onboard lavatory
- Large viewing windows
- Free onboard Wi-Fi internet
- Airport Desk conveniently located near the International Arrivals Gate

Accommodations:
The beautiful Fairmont Banff Springs Hotel has been selected as the host hotel for CMA 2015. This is the most convenient accommodation option for delegates since the vast majority of the programmed activities take place on site. To secure special conference rates starting at $179 (plus taxes and $12 service charge per person, per night, based on single or double occupancy) please reserve your room before March 13th by calling 1-800-441-1414 and quoting the Canadian Museums Association National Conference 2015. Or visit https://resweb.passkey.com/go/museums2014 if you to prefer to register online.
Spending time before or after the conference in Calgary?

Be sure to visit the following institutions who have generously agreed to welcome CMA 2015 delegates free of charge between April 11 to 19, 2015 upon presentation of your delegate badge. Make sure to mention you are attending CMA 2015.

- Fort Calgary, www.fortcalgary.com
- Glenbow Museum, www.glenbow.org
- Heritage Park, www.heritagepark.ca
- Lougheed House, www.lougheedhouse.com
- National Music Centre, www.nmc.ca
- Nickle Galleries, University of Calgary, library.ucalgary.ca/nickle
- TELUS Spark, www.sparkscience.ca

Translation:
Simultaneous translation will be provided on Wednesday.

Updates:
Please visit www.museums.ca for updates and additions to the program.

Questions?

Registration:
Erin Doiron, 613-567-0099 ext. 233, edoiron@museums.ca

Content or Logistics:
Sue-Ann Ramsden, sramsd@museums.ca

The Canadian Museums Association reserves the right to make amendments to the program.
Study Tour — 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 fulfill our traditional mandates. You will also learn about different aspects of cultural and heritage tourism. The study tours will give you the knowledge to implement action plans in your institutions.

The 2015 CMA Conference offers three Study Tours — one pre- and two post-conference. All tours depart from the Fairmont Banff Springs 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 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 and bring along a pair of binoculars.

Pre-Conference Study Tour
A Journey Through Banff National Park

Taste the wild by exploring the oldest natural history museum in Western Canada. Our first stop will be at the Banff Museum. First established in the summer of 1895, the park museum was moved to the present building in 1903. This turn-of-the-century taxidermy collection continues to thrill visitors to Banff National Park curious about the mammals, birds, insects and fish found in the Canadian Rockies. Our coach heads further north into the Park traveling along the Bow Valley Parkway. The Bow Valley Parkway, a 48-kilometre, scenic, secondary highway paralleling the Trans-Canada Highway between the town of Banff and the village of Lake Louise, is a naturally and historically rich area of Banff National Park, and a year-round scenic heritage experience. Its eastern portion travels through a small but vital part of the park, called the montane, that provides critical habitat for large carnivores, including wolves, cougars and bears. Enroute delegates will learn about the Castle Mountain Internment Camp Monument, Commissioned by the Ukrainian Canadian Civil Liberties Association, working in conjunction with the Ukrainian Canadian communities of Banff and Calgary, the statue entitled “Why” depicts a First World War period internee, created by John Boxtel. Heading further north, our next stop will be Johnston Canyon. Located between Banff and Lake Louise along the Trans Canada Highway, it is an extremely popular destination given its ease of access and gorgeous waterfalls. We’ll walk the interpretive trail that follows the swift creek along catwalks anchored to limestone walls. There are actually a number of waterfalls along the trail in this canyon, all of them with the blue glacial melt water and surround lush green flora inside the canyon. The lower falls is about 20 minutes to get to, while the upper falls can take up to an hour. We’ll stop and warm up with hot chocolate along the way. Surrounded by soaring mountain peaks, the majestic Victoria Glacier and a glistening emerald lake, the iconic Fairmont Chateau Lake Louise Hotel will host delegates for a fabulous buffet lunch. Originally built as a base for outdoor enthusiasts and alpinists over 100 years ago, today the hotel is recognized globally for progressive environmental stewardship and responsible tourism. After lunch delegates will be able to tour the hotel and grounds before returning to the Fairmont Banff Springs, a short 45-minute drive back down the Trans Canada Highway.

Fee: $195. This is in addition to the all-inclusive registration fee!

Pre-registration required.

6:00 -10:00 pm
Opening Gathering
Wild Bills Legendary Saloon

Experience a rousing introduction to CMA 2015 at Wild Bills Legendary Saloon where we’ll enjoy an evening of great Country comfort food, western hospitality and a stomping good time.

Fee: $60. This is in addition to the all-inclusive registration fee!

Open to delegates and guests. Transportation to Wild Bills Legendary Saloon is included. Delegates and guests are free to make their own way back to the Fairmont Banff Springs.

Pre-registration required.
All events will be held at the Fairmont Banff Springs Hotel unless otherwise noted.

8:00 am — 6:00 pm
Registration / Information

Full Day Workshops
Priority will be given to individuals who register for the full conference. A higher fee will be charged for individuals only attending a Workshop(s). Please refer to the Registration Form for specific fees. As space is limited we would encourage you to register as soon as possible.

9:00 am — 4:00 pm
1. When Disaster Strikes
Facilitated by: Michael Harrington, JHG Consulting Network Inc.
Presenters: Anton Antonov, XL Insurance Company; Irene Karsten, Institut canadien de conservation; Irene Kerr, Museum of the Highwood; Jesse Moffatt, Centre national de musique; Gail Niinimaa, Niinimaa Enterprises
Extreme weather events, like the summer of 2013 floods in Southern Alberta and Metropolitan Toronto, are having a profound effect on the museum and gallery community — finding many Canadian collections at risk for high-value losses. Traditionally, institutions have relied on volunteer forces for their recovery efforts, but it has become increasingly difficult to recover costs incurred in an emergency response when the affected institution relies on volunteer forces for this work. The high costs of professional disaster remediation contractors mean that many smaller institutions could be rendered financially insolvent without adequate insurance payout, or government funds to cover their losses. Resolving this dilemma requires new approaches that control costs, maximizes specialist expertise, better utilizes volunteer time and reduces risk to health and safety while focusing on business resumption, all without jeopardizing insurance coverage. Recognizing that disasters have changed the museum and gallery landscape in recent years, the objective of this workshop is to share the practical insights, tools and knowledge required to build the emergency preparedness capacity of your institution. Through case studies, presentations by recent flood responders, insurance industry professionals, and facilitated group exercises, the workshop will focus on developing emergency response team leadership skills and effective planning to minimize loss when disaster occurs. Attendees are encouraged to bring their current Disaster Management Plans to review. Attendees will leave the workshop with the tools and knowledge to make an informed assessment of the state of your institution’s preparedness — identifying weaknesses in your plans, and helping you to find appropriate solutions.

2. IPOP Theory and Practice: Making Exhibitions for Everyone
Facilitated by: Jean-François Léger, Creative Development Specialist, Canadian Museum of History and Andrew Pekarik, Senior Research Analyst, Smithsonian Institution
This workshop introduces a new theory of experience preference called IPOP. The theory describes four dimensions of experience to which individuals are drawn. Research has shown that the degree to which people are drawn to these dimensions influences what they notice, what they do, and how they respond in a museum.

The IPOP model in a nutshell:
Individuals are drawn to four key dimensions of experience, but to varying degrees:

1. Ideas (concepts, abstract thinking, facts, topics, themes)
2. People (emotional connections, stories, lives)
3. Objects (aesthetics, visual language, craft, materials, style)
4. Physical (somatic experiences, atmosphere, activity, hands-on, immersion)

Most visitors have a natural preference for one of these four dimensions. Experienced museum-goers have learned how to satisfy their needs in the dimensions to which they are naturally drawn. When visitors discover something engaging in dimension to which they are not usually drawn, those experiences can be especially meaningful and memorable. Therefore, great exhibits will include all four aspects (ideas, objects, people, and physical) to attract and engage all different types of visitors, but will also aim to provide surprising experiences to flip a visitor to another dimension (e.g., from object to people). This workshop

About Your Workshop Facilitator:
Michael Harrington of JHG Consulting Network Inc. is a Heritage Preservation Consultant, delivering services in conservation project management, collections management and care, facilities planning and assessment and training delivery within Canada and internationally. He has lead large-scale disaster response efforts, notably in the 2013 Calgary flood, the 2008 Clair, New Brunswick flood and the 2005 Peterborough flood.

Fee: $175.
Includes, two health breaks, lunch and a syllabus to work with during the session. Limited to 25 participants.

For further information, please contact:
Mike Harrington, JHG Consulting, mharrington@jhgconsulting.com

Kindly supported by

MUSEUM FLOOD FUNDING PROGRAM

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Includes, two health breaks, lunch and a syllabus to work with during the session. Limited to 25 participants.

For further information, please contact:
Mike Harrington, JHG Consulting, mharrington@jhgconsulting.com

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MUSEUM FLOOD FUNDING PROGRAM
will introduce the theory, give examples of how it is being applied in exhibition development, and engage participants in practical, hands-on activities that have been developed in conjunction with this approach.

Fee: $175.

Includes, two health breaks, lunch and a syllabus to work with during the session. Limited to 50 participants.

About Your Workshop Facilitators:

Jean-François Léger, B.A. (psychology), M.A. (sociology), is a creative development specialist at the Canadian Museum of History. He planned the interpretation of the exhibition *God(s): A User’s Guide*, which was recognized at the American Alliance of Museums’ MUSE Awards in 2012. His work combines creativity, pedagogy and knowledge of current museological practices that accommodate different learning styles in accordance with the IPOP model. This approach was adopted for his new exhibition, *The Greeks: Agamemnon to Alexander the Great*, which will open at the Canadian Museum of History in June 2015.

Andrew Pekarik, Ph.D., Senior Research Analyst in the Smithsonian Institution’s Office of Policy and Analysis, has been designing and conducting studies of Smithsonian museums, exhibitions, and programs since 1994. Using techniques ranging from individual in-depth interviews to large-scale survey studies, he has sought to understand and communicate the attitudes, needs, behaviors, and responses of museum audiences. At the same time he has worked closely with museum staff to incorporate the findings of these studies into future programs by participating in planning teams and by suggesting new approaches to the exhibition development process. Together with Professor James B. Schreiber of Duquesne University he has proposed IPOP, a theory of visitor experience preference. (See *Curator: The Museum Journal*, January 2014, for articles on this theory). Studies that he has produced can be accessed at the Office of Policy and Analysis website (http://www.si.edu/opanda). Prior to joining the Smithsonian he worked as a curator, author, museum administrator and exhibition organizer. His academic background is in Japanese literature and art, and in his spare time he practices Japanese tea ceremony.

9:00 am — 4:00 pm

PMA Meeting

Offsite: Whyte Museum of the Canadian Rockies

Attendees are responsible for their own transportation to the meeting.

Half-Day Workshops

9:00 am — noon

1. Museums: The New Town Square

*Facilitated by: Steve Bukowski and Brian McAlonie, Thinking Outside the Square*

In the 21st century, museums have not only shifted their focus from their collections to the visitor, but more specifically, are transforming themselves into community meeting places that engage in dialogue and debate, are advocates for tolerance and social inclusion, and obviously, resources for educational use and learning. The first half of the workshop will explore current theories and best practices with regard to how museums are coming to the centre of community life and creating a sustainable model for public engagement. The second half of the workshop will be participatory and put theories into practice by having attendees learn about and utilize a new model for public engagement. The workshop will also highlight museums that have successfully navigated and integrated this model into their institutions. Attendees will take a “workbook” home with them to integrate what they have learned into their own institutions.

Fee: $95.

Includes, one health break and a syllabus to work with during the session.

For further information, please contact:
Steve Bukowski, Thinking Outside the Square
sbukowski@thinkoutsidethesquare.com

2. Build, Launch and ENGAGE!

*Facilitated by: Ryan Dodge and Cheryl Fraser, Royal Ontario Museum*

More often than not, the first time a person will interact with your institution will be online. Social media is now the #1 web activity and most Internet users now access the web via a mobile device. Having a plan to engage the public online can be one of the most valuable documents your institution will possess but also one that can quickly spiral out of control. Are you prepared? Do your staff know what to do with your institution’s online presence? This half-day workshop will help you learn how to build a digital engagement strategy for your institution, how to deploy it and how to successfully engage the public online. You will walk away with not only the necessary steps for building a strategy but also the best practices for realizing the goals set out in your strategy. Attendees will take away knowledge and practices that can be applied at their institution immediately and be comfortable using the tools and tactics of digital engagement. A laptop, tablet, mobile device is not required but would be helpful. Attendees are encouraged to bring the device of their choice.

Fee: $45.

Includes one health break. An online handout will be provided. Additionally, the presentation will be posted online after the conference for workshop attendees. Limited to 50 participants.
About Your Workshop Facilitators:
Ryan Dodge is the Royal Ontario Museum’s (ROM) social media coordinator. Ryan coordinates the use of social media at the Museum by providing guidance and training to staff while encouraging direct, timely and responsive dialogue with the public via the ROM’s social media presence. Interested in how museums engage with global communities, Ryan’s work with digital strategy has been published in the Digital Engagement Framework, a free online resource for non-profits. Active in the museum community, Ryan volunteers his time with the CMA’s Young Canada Works in Heritage Project, sits on the Board of ICOM Canada and co-chairs the Museum Computer Network’s social media special interest group. You can get in touch with Ryan on Twitter: @wrdodger

Cheryl Fraser is the web manager at the Royal Ontario Museum. She is interested in how digital tools can enhance the museum's ability to communicate and connect with its audiences. In 2012, she led the redesign of the Museum's website and continues to build the ROM’s online presence. She holds a masters in library and information science degree, is a member of the Board of the Ontario Museum Association and has been involved in web development for ten years. You can get in touch with Cheryl on Twitter: @FraserCee

For further information, please contact:
Ryan Dodge, Royal Ontario Museum, ryand@rom.on.ca

1:00 — 4:00 pm
1. Perfectly Good Guitar: Popular Culture & Object Agency
Facilitated by: Steve Bukowski and Brian McAlonie, Thinking Outside the Square
Today, visitors may be the focus of the museum experience, but the museum collection remains at the heart of the museum experience. This workshop will focus on how objects play an active role in our social lives and how museum visitors actively derive meaning by engaging with objects/artefacts on multiple interpretive levels. This workshop will utilize the electric guitar — a popular culture object and pop music icon — as means to explore material culture and discuss the notion that objects can play an active role in our social lives, and more specifically, that objects can be “socially alive,” actively playing a determining role in the social interactions in which they are engaged, inclusive of museum exhibitions. Material culture and visitor engagement will be examined from a popular music culture perspective, utilizing Bruce Springsteen, Neil Young, Jimmy Page, The Edge, Willie Nelson and their relationships with their guitars, as vehicles to gain increased perspective. Attendees will leave with a better understanding of how objects and material culture can be used to engage visitors to meet the museums’ desired interpretive learning objectives and outcomes. Attendees are encouraged to bring a small object of their own that has enhanced meaning for them.

Fee: $95.

Includes one health break and a syllabus to work with during the session.

For further information, please contact:
Steve Bukowski, Thinking Outside the Square
sbukowski@thinkoutsidethesquare.com

About Your Workshop Facilitator:
For almost 25 years, Brian McAlone 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 and is also an adjunct professor in the museum studies M.A. program at SUNY Buffalo State.

Facilitated by: Jessica Glombick, Head-Smashed-In Buffalo Jump World Heritage Center and Nancy Schulz, Royal Alberta Museum
While geocaching is not a new, it may be new to your institution. What’s not to love? It’s free, easy, fun and there’s treasure! Geocaching can introduce you to a worldwide audience of four million+ and growing! It can help you reach far beyond the four walls of your institution and engage an audience you might not otherwise reach. This session will examine the what, why and hows of setting up geocaches, designing geocoins and offering events based upon experiences at the Royal Alberta Museum and Head-Smashed-In Buffalo Jump World Heritage Centre. Participants will leave the session with the knowledge on how to introduce a program at their institution. Best of all, you are going to have a chance to try geocaching firsthand. Will you be the one to find treasure? Please be sure to wear warm clothing for this outdoor activity. Limited to 50 participants.

Fee: FREE
4:30 — 6:00 pm

CMA EXPO Reception with Exhibitors

Reconnect with old friends and make a few new ones at the 2015 CMA Expo Opening and reception. Showcasing the latest in exhibit design, technology, lighting, security, transportation services and countless other products and services, the 2015 CMA EXPO is your opportunity to visit with tried-and-true vendors and meet new suppliers displaying and demonstrating cost effective solutions and cutting edge technologies, all aimed at helping you and your institution. Visit more than 30 exhibitors, and enter the draw for wonderful prizes! To qualify for the draw, have the exhibitors initial your ballot. Deposit your completed ballot at the Prize Table by 1:30 pm on Thursday, April 16th.

YOU MUST BE PRESENT TO WIN.

Fee: The fee is included in conference registration.

Additional tickets for non-registered delegates can be purchased at a cost of $45 each. Includes heavy hors d’oeuvres and one glass of wine followed by a cash bar.
6:30 — 9:30 pm  
Optional Evening Event  
An Evening of Art: Whyte Museum of the Canadian Rockies  
Enjoy a special evening at one of Banff’s premier cultural centres. The Whyte Museum of the Canadian Rockies inspires a deeper connection to the culture these mountains create. In the heart of Banff, next to the scenic Bow River, discover the stories of those who found adventure and romance in the Canadian Rockies. Visit the historic home of the Museum’s founders Peter and Catharine Whyte and explore the exhibitions Gateway to the Rockies, Colin Smith: Camera Obscure and Creative Obsession. Savour culinary treats and fine wines while visiting with friends surrounded by fabulous exhibits at this iconic Banff venue.

Fee: $75. This is in addition to the all-inclusive registration fee.  
Δ Open to delegates and guests. Includes reception, one glass of wine and transportation between the Fairmont Banff Springs and the Whyte Museum of the Canadian Rockies. Pre-registration is required.

Whyte Museum of the Canadian Rockies  

Exhibition entitled The Gateway to the Rockies.  
Photo: Whyte Museum of the Canadian Rockies
London (PUNO) and East Anglia. He is editor-in-chief of UNESCO’s publication series *Museums and Diversity*. He received the Bene Merito Medal from the Republic of Poland in 2011 and was appointed Commander of the Most Excellent Order of the British Empire (CBE) in the Queen’s Birthday Honours in 2012 for his work with museums around the world. He sits on the Boards of the Canadian Commission for UNESCO, the National Museums of Rwanda, the National Museum in Warsaw, Poland, and the Museum of the Second World War in Gdansk, Poland.

Kindly supported by

### Noon — 1:00 pm
**Lunch with Exhibitors**

### 1:15 — 2:00 pm
**Keynote Address**

**Simultaneous interpretation provided.**

**Going Mainstream: Engagement, Cheese, and the Five E’s**

*Jasmine Palardy, Director of Programs and Partnerships, Beakerhead*

*Beakerhead* launched in 2013. The goal: to take science, technology and engineering to the streets — making it relevant to people of all ages. After all, innovation lies at the crux of technology and culture, so why not celebrate that? However, countless efforts have been made to make science “cool” — so what would we do differently? We’d aim for the unconverted and provide countless opportunities for true hands-on engagement. That means daring to do things differently and taking chances. It also meant massive community collaborations. To celebrate innovation means we’d need to be innovative. With two years now under its belt, Jasmine will share the lessons learned by *Beakerhead* about providing the public with permission to see, touch, do and create. And how rockets, robots, flame-throwers, hippos and astronauts helped.

Jasmine has spent nearly 10 years creating spaces and opportunities for community engagement. She's the founding staff member at *Beakerhead* — a non-profit organization focused on creating an international sandbox for human ingenuity in the form of a five-day, massively participatory event across Calgary each year. Before *Beakerhead*, Jasmine was on the executive team of one of the Internet’s first crowdsourcing startups, getting a firsthand look at virtual collaboration, community-building and the psychology that enables authentic interactions between people — both online and in the physical world — and was featured

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**Professor Jack Lohman, CBE**

Of Polish origin, Jack is the chief executive of the Royal British Columbia Museum and professor in museum design at the Bergen National Academy of the Arts, Norway. He was previously director of the Museum of London, chairman of the National Museum in Warsaw, Poland, and chief executive of Iziko Museums of Cape Town, South Africa. He is a former chairman of ICOM (International Council of Museums) UK and a former Board member of UNESCO UK Culture Committee. He was educated at the University of East Anglia where he studied history of art and at the Freien University in Berlin where he studied architecture. He has received honorary doctorates from the Universities of Westminster,
in publications such as WIRED Magazine and Harvard Business Review. She lives in Calgary with her husband, son and a hairy dog, and desperately wishes she knew how to play the guitar.

Johann Zietsman grew up in South Africa under the Apartheid regime. This lead to his lifelong passion for the transformative value and role of the arts in a community. After serving in the military, he graduated as an architect, followed by a masters degree in music from Ithaca, N.Y. Returning to South Africa in 1982, Johann began a career of various executive arts management positions, including: a music school, two orchestras, an opera and music theatre company, a community arts center, a large multi-theatre performing arts company, and a commercial communications company. During this time he was actively involved in the political transformation of South Africa through pioneering work in the arts, resulting in recognition from Mr. Nelson Mandela’s Government. As a volunteer, he launched and directed two community youth initiatives, which currently serve more than 4,000 at-risk kids in townships. In 2002, he was recruited as CEO of the International Society for the Performing Arts (ISPA), based in New York. From 2007, he served as executive director of the Mesa Arts Center, and director of arts and culture for the city of Mesa, Arizona. In December 2009, Johann became president and CEO of the EPCOR Centre for the Performing Arts in Calgary, Alta.

Richard Sandell is a professor in the School of Museum Studies at the University of Leicester where he teaches across the School's masters programs, supervises doctoral students and works with colleagues in the Research Centre for Museums and Galleries (RCMG) on a wide range of projects. His research, frequently carried out in collaboration with museums, focuses on the potential that museums might play in supporting human rights, social justice and equality. He has been awarded fellowships at the Smithsonian Institution (2004/2005) and the Humanities Research Center of the Australian National University (2008) to develop projects around these themes.
6:30 — 9:30 pm
Evening Event

2015 CMA Awards Ceremony and Reception

Join us for the 2015 CMA Awards ceremony. Presentations will be made for 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 reception where we will fête award winners.

Fee: The fee is included in conference registration.

Additional tickets for non-registered delegates can be purchased at a cost of $80 each. Includes heavy hors d’oeuvres and one glass of wine followed by a cash bar.

WEDNESDAY, APRIL 15TH
1:00 — 4:00 pm
Two Rocky Mountain Experiences

Looking for two great things to do in Banff National Park? We’ll travel by coach to the Banff Gondola where you’ll see more mountains in a moment that most see in a lifetime. Ride to the top of Sulphur Mountain to experience a stunning bird’s eye view of six mountain ranges. Witness breathtaking views in every direction from one of several observation decks. Discover a 1 km interpretive Summit Walk to a national historic site. Then head back down the mountain to enjoy some relaxing time in the Banff Upper Hot Springs where you will soak in some history against a backdrop of spectacular alpine scenery. Relax in the comfort of soothing natural hot springs where travellers have come to “take the waters” for more than a century. These exhilarating activities are open year-round and a definite ‘must-do’ on your trip to the Canadian Rockies. Your coach will pick you up for a quick trip back to the Fairmont Banff Springs Hotel.

Fee: $110. Includes transportation and entrance fee for both the Gondola and Hot Springs. Be sure to bring your bathing suit and towel.

Delegates of previous conferences at an Awards reception. Photos: ©Canadian Museums Association
New National Museum, New Ways of Engagement

Moderator: Gail Stephens, Canadian Museum for Human Rights
Panelists: Angela Cassie, June Creelman and Corey Timpson, Canadian Museum for Human Rights

On September 19, 2014, the country’s newest national museum, the Canadian Museum for Human Rights opened its doors to the public. This session will examine areas where the Museum tried new and non-traditional approaches to public engagement, discussing what plans were implemented, their results, and whether or not engagement strategies and objectives were met.

Building Engagement into a Major Project’s DNA: The Canadian Museum of History’s My History Museum Public Engagement Project

Moderator: Anne-Marie Raymond, Canadian Museum of History
Panelists: Chantal J. Schryer, Kathryn Lyons and Glenn Ogden, Canadian Museum of History

This session will provide an overview of the Canadian Museum of History’s (CMH) My History Museum project, including its key findings and how they enhanced our understanding of Canadians’ views on history and museums. We will go behind-the-scenes and look at how our public engagement project findings are being applied in the development of the new Canadian History Hall. We will focus on the tools and processes that are being used to ensure that our visitors — whether they access the physical exhibition or its digital platforms — are always the protagonists of their experience. Finally, we will explain why public engagement has been identified as a major continuing and future priority for the CMH.

Case Studies

Moderator: Audrey Vermette, Canadian Museums Association

1. How to Teach Hard Topics through Arts Based Practices: The Native Youth Program and Indian Residential School

Presenters: Francine Cunningham and Jill Baird, University of British Columbia Museum of Anthropology

Residential schools refer to government and church run schools that ran from the 1800s to the 1990s in Canada with the express goal of “assimilating and killing the Indian in the child” (Stephen Harper, 2008). How best do we discuss sensitive topics in a way that helps students to explore, and define their own experiences? This case study will highlight how through the use of Indigenous artists, traditional arts projects and digital media, opportunities were created for open dialogue and learning to flourish.
2. Public Engagement in Exhibit Development

Presenter: Bruce Shepard, Esplanade Museum

Learn how your institution can engage the public to your advantage. In 2011, the staff of the Esplanade Museum, a unit of the City of Medicine Hat’s Esplanade Arts and Heritage Centre, began to develop an exhibition to honour the community’s military heritage and commemorate the upcoming centennial of the First World War. During the development process an interested and reliable team of volunteers was assembled, many with connections to the community’s military heritage or its educational sector. The volunteers were increasingly consulted as the work progressed and, after a brief but intense internal debate, were invited to join the staff’s exhibition planning committee, leading to direct public engagement in the exhibition’s development. Their participation also had unimagined positive benefits; not the least of which is that the volunteers have become an “internal focus group”. This has proven to be very valuable for staff that has been able to test theories, ideas and suggestions with people who are, in effect, representatives of the audiences they want to engage.

3. Creating Community Connections

Presenter: Rebecca Stills, Multicultural Heritage Centre, Stony Plain, Alta.

The Multicultural Heritage Centre (MHC) in Alberta uses innovative and creative processes, many of them agriculturally based to include members of the community in developing programs and services. This case study will examine how networks and relationships were developed within the community and the ensuing benefits of engaging the public.

10:15 — 10:45 am
Networking Break with Exhibitors

10:30 am — noon
Meeting of the Fellows

By invitation only!

COMPANION’S PROGRAM

THURSDAY, APRIL 16TH

1:00 pm
Banff Historic and Culture Walking Tour

Discover the tranquil and scenic side of Banff in this two-hour guided walking tour. It’s a short stroll down the mountain to Central Park where Banff Avenue meets the Bow River. The 25-block route will take you to 57 residences dating as far back as 1887, museums, churches — all public buildings and a cemetery dating back to the 1890’s. You’ll be able to stop into a number of galleries where you might just find the perfect memento as a reminder of your time in the Rockies. At Canada House Gallery you’ll enjoy light refreshments. Attendees will be free to return to the Fairmont Banff Springs Hotel on their own.

Fee: $15.
Includes a reception at Canada House Gallery. Please meet in the hotel lobby 15 minutes prior to the departure time.

Come early or stay late — Ski Banff

Banff Ski Resort Information

Few locales can match the unparalleled Rocky Mountain skiing offered by our three extraordinary Banff ski resorts in Alberta, Canada. Breathe the crisp Canadian mountain air and marvel at some of nature’s most awe-inspiring handiwork. Three of the region’s finest mountains are just a short drive away from The Fairmont Banff Springs. To view Ski & Snowboarding videos and book activities visit Fairmont’s Mountain-Resorts website.

Willow Stream Spa at The Fairmont Banff Springs

Looking to relax? Conference attendees and their guests can enjoy all the Willow Stream Spa has to offer. The CMA has negotiated discounted rates during the conference.

• 20% off on the body treatments, body massages & facials, April 13th through 16th. *(This discount is not applicable for hair services, manicure and pedicure services.)*

• 10% off on the body treatments, body massages & Facials, April 10th through 12th and 17th through 19th.

• $49/day for spa access — Monday to Sunday — a saving of $20 from the regular rate of $69/day

Please make sure that when booking your spa treatment(s) you mention the group name of CMA 2015 to the spa reservation agent. (403) 762-1772, bsh.spareservations@fairmont.com

Photos: Banff Lake Louise Tourism / ©Paul Zizka Photography
Concurrent Program Sessions B

Third Space: How Digital Experiences Break Down Museum Walls
Moderator: Alice Walker, Antenna International
Panelists: Ruba Kana’an, Aga Khan Museum; David Alexander, Royal British Columbia Museum; Anne Botman, Canadian Museum of Nature and Jessica Doig, NGX Interactive

How can mobile apps and websites, together with in-gallery technologies, migrate the role of “orientation spaces” — entrance foyers, kiosks and information desks, or lack thereof in public arenas — to create new opportunities for visitors to be inspired by museums and the ensuing cultural experience? Panelists will examine how museums can capitalize on the opportunity to truly inspire new museum experiences, help visitors to co-author their experiences, and consider the pitfalls with this approach.

What Museums Can Learn from Science Centres: The Playful Approach to Programming and Exhibit Design
Moderator: Melisa Bowerman, Royal Alberta Museum
Panelists: Evelyn Delgado, Royal Alberta Museum; Meghan Durieux, TELUS Spark

Science centres tend to offer playful environments that use games and challenges to explain complex ideas. Using everyday materials and creative ways of thinking, prototyping offers a thoughtful, inexpensive and effective process to reimagine your museum. Presenters will explore the methods and mindset for rapidly creating exhibitions and quickly testing ideas that strengthen the visitor experience, develop staff, and result in a more nimble organization. In addition to hearing from exhibition designers, session attendees will create a prototype of their own and leave the session feeling energized about what can be imagined.

Permission Granted — A Case Study of Exhibitions and Public Programs at the Gladstone Hotel
Presenters: Noa Bronstein, Gallery 44 and Britt Welter-Nolan, Independent Curator, both formerly of the Gladstone Hotel

What does it mean to host an artistic and creative entity in the middle of non-traditional museum and gallery space? What can we learn about cross-pollination between different sectors of culture, history and hospitality? Reflecting on Jane Jacobs’ assertion that “New ideas must use old buildings”, this session examines alternate models of exhibition and programming within the milieu of the Gladstone Hotel.


Presenters: Ken Amaral, Department of Canadian Heritage

In 2013 the Department of Canadian Heritage conducted the Government of Canada Survey of Heritage Institutions: 2011. It was the first survey of its kind to be conducted by the Department, collecting financial and operating data on not-for-profit heritage institutions, including museums, art galleries, archives, historic sites, zoos and botanical gardens. This session will provide highlights from the survey results, focusing on new information that has never been captured before. Finally I will explain some of the difficulties in obtaining data on heritage institutions and how the Department of Canadian Heritage is already dealing with these issues for future surveys.

Luncheon and Keynote
Seamus O’Regan
Distinguished Media Innovator, Ryerson University

Special Double Concurrent Educational Session C & D
Alternatives Rock: Alternative Earned Income Generators for Museums
Presenters: Steve Bukowski and Brian McAlonie, Thinking Outside the Square

The slow and incremental worldwide recovery from the global recession and the reduction in federal, provincial, regional, grant and private funding has prompted many museums to look beyond their normal earned income generators to cover their operating expenses. This session will explore and discuss alternative income generation for museums outside of the typical and expected sources such as admissions, the museum store and food services. The first half of the session will focus on visitor-centered and participatory approaches to earned income generators, while the second half will highlight best practices and showcase real-world examples. Panelists will address special events and successful programming that brought both visitors and revenue to their museums. This will be followed by a group discussion.
2:00 — 3:15 pm
Concurrent Program Sessions C
Museums and Communities: Possibilities for Participatory Governance
Moderator: Wendy Aikens, Galt Museum & Archives
Panelists: Susan Burrows-Johnson, Galt Museum & Archives; Catherine Cole, Commonwealth Association of Museums; Ann Ramsden, Arts and Heritage St. Albert
Four diverse institutions have conducted a study on participatory governance in and through museums. The study traces the evolution of museum/community relationships over the past 30 years and established a continuum from the disengaged museum through audience development, community engagement and social responsibility to participatory governance. This session will present the survey results and detail conclusions garnered from the research. Attendees will be encouraged to identify their own institution’s position along the continuum.

Small Objects, Big Meaning and the Many Publics of čəsnaʔəm: the City before the City Project
Moderator: Susan Roy, Department of History, University of Waterloo
Panelists: Viviane Gosselin, Museum of Vancouver; Larissa Grant, Leona Sparrow and Jason Woolman, Musqueam First Nation; Susan Rowley, UBC Museum of Anthropology
A highly collaborative series of exhibitions will open in early 2015 in three different locations: the Musqueam Indian Band, UBC Museum of Anthropology and Museum of Vancouver. These exhibitions feature the history of čəsnaʔəm, an ancient aboriginal village and burial ground located in Vancouver, on the north arm of the Fraser River. While all three projects share the same overarching goals, utilize similar artefacts, and are open to the public concurrently, they are designed with distinct audiences in mind (community members, university students, tourists and families). Panelists will describe their respective engagement strategies deployed throughout different phases of the project. These strategies will be discussed in relation to the larger conversation of reconciliation between indigenous and settler society. Attendees will be asked to reconsider the notion of “public” in the context of a user-generated world that tends to blur the lines between spectators, knowledge keepers, content contributors and visitors-as-performers.

Diverse Staff = Diverse Public
Moderator: Wendy Ng, Royal Ontario Museum
Panelists: Syrus Marcus Ware, Art Gallery of Ontario and Elizabeth Sweeney, Robert McLaughlin Gallery
Why should we diversify the museum profession? How do we diversify the field? How does a diverse staff lead to more diverse visitors? Through an interactive discussion, panelists will challenge participants to reflect on the demographics of the field and confront its implications for institutions and audiences. The session will speak to the systematic barriers; how to develop short-term actions and long-term solutions to create a profession more inclusive to marginalized identities and how to build internal capacity to deepen engagement with our diverse publics. Attendees will be challenged to think critically about their professional attitudes, behaviors, and beliefs and to address the discomfort that arises from confronting inequities.

3:30 — 4:30 pm
Concurrent Program Sessions D
Placing the Visitor at the Core of the J. Armand Bombardier Museum Renewal
Moderator: Benoît Légaré, MCI
Panelists: Geneviève Angio-Morneau, gmprjct* and Lyne Lavoie, J. Armand Bombardier Foundation
Very few museums have the opportunity to reinvent themselves. In 2016, the J. Armand Bombardier Museum will open its doors to the public following a thorough remodeling that required more than five years of work, including a review of the museums’ mission, strategic positioning, architectural expansion, and renewal of the permanent exhibitions and programming. This session will discuss how the new museums genetic code has been defined; what were the issues around innovation and digital technologies. Through specific examples, this session will demonstrate that the international Museomix initiative, based around the collaborative culture fab lab and living lab, can transform the museum. Attendees will learn how to set-up a Museomix, how to engage participants and the public, and the benefits for their institutions.
Small, Medium and Large: Where Public Engagement is Concerned, Size Doesn’t Matter

Modératrice : Sarah Beam-Borg, Aga Khan Museum
Panélistes : Trisha Carleton, Lougheed House, Margaret Chrumka, Kamloops Art Gallery; Jovanna Scorsone, Musée royal de l’Ontario

Museums across the country vary in size with operating budgets of $50,000 to $50 million and audiences of 20,000 a year to 20,000 a week. Public engagement, however, is a primary objective and regardless of size, institutions can implement common strategies to increase their engagement. Join us as we explore some examples of how the Kootenai Brown Pioneer Village, the Kamloops Art Gallery and the Royal Ontario Museum have both succeeded and not quite hit the mark in their public engagement efforts. At the conclusion of the session, attendees will be able to identify common threads of public engagement, learn how to access the value of current public engagement strategies within their institution and implement new strategies for their institution.

Are We “Living in the Past?” The Evolution of Community Engagement at the Lougheed House National and Provincial Historic Site and Museum

Presenter: Kirstin Evenden, Lougheed House National and Provincial Historic Site and Museum

What is the future of community engagement for historic sites? How can we as heritage professionals ensure that historic places within Canada evolve in such a way that they remain an important part of the contemporary cultural landscape? What are historic sites doing to engage visitors in experiences that goes beyond exhibiting and interpreting only a portion of their history, over and over, again? This session will discuss the opportunities and thinking concerning the dilemma of balancing different priorities at Lougheed House that ultimately will have a significant impact on their ability to engage the community, develop new programming, and even raise funds.

Diving In: Experiments in Engagement

Moderator: Gerry Osmond, Provincial Historic Sites NL
Panelists: Anne Chafe and Mark Ferguson, The Rooms Corporation, Provincial Museum Division

Over the past five years, The Rooms Provincial Museum Division has created a number of exhibitions with public engagement as a core objective or critical result. During this session, key case studies from across those years will be explored, illustrating how a number of different strategies (including easy-to-implement techniques) for engaging “the public” — in this case the residents of Newfoundland and Labrador — led to truly exciting and at times surprising results with regard to exhibition and collection development. Attendees will be inspired to take what sometimes seem significant risks in bringing the public into exhibition development processes in meaningful ways. The results can lead to ongoing engagement, repeat visitation and new relationships with visitors.

The Spirit of Alberta in Action

Moderator: Seán MacQueen, Royal Alberta Museum
Panelists: Lucie Heins and Kyla Tichkowsky, Royal Alberta Museum, Laura Gloor, Peace River Museum Archives and Mackenzie Centre

The Royal Alberta Museum (RAM) is responsible for implementing the cultural policy as mandated by the Ministry of Culture within Alberta. It includes a vision of “an Alberta where all citizens feel a sense of belonging and pride and participate in cultural […] activities that reflect their diverse heritage and enrich their lives.” This session will address community engagement both within the walls of RAM and beyond as it partners with other community museums to enrich the lives of Albertans. Attendees will learn how they too can partner with community museums in their respective provinces to the benefit of both institutions.

4:30 — 5:30 pm
Meeting of ICOM Canada
Open to ICOM Canada members only!

6:00 — 7:00 pm
CMA 2016 Reception

7:00 pm
Banff Rocks Soirée

You’re sure to have a rocking good time at the final soirée of the conference. Enjoy western hospitality while you savour an epicurean journey. Dance the night away to Calgary’s own Mercury Audio.

Fee: The fee is included in conference registration.
Additional tickets for non-registered delegates can be purchased at a cost of $95. each.

Kindly supported by

TOTAL TRANSPORTATION SOLUTIONS INC.
Fine Arts Division
FRIDAY, APRIL 17: Study Tour — Offsite Insight

Historic Canmore plus Sunshine Village Historical Snowshoe and Fondue Tour — a Canadian Tourism Commission Signature Experience

Our day starts off with a guided walking tour of historic downtown Canmore. Established in 1884 as a hard-working town servicing Canadian Pacific Railway trains, the community thrived as a mining town due to the rich coal seams that dominate the eastern ranges of the Canadian Rockies — and boasted championship hockey teams — until the last of the coal mines shut down in 1979. After our walking tour we’ll stop at the Georgetown Inn for hearty breakfast.

We then head back to the beautiful Fairmont Banff Springs where you will have the opportunity to change into warmer attire. We will be picked up at 12:15 pm for a quick trip by bus to Sunshine Village for a 2½ hour snowshoe tour. Local guides will take you off the beaten track, deep into the heart of Banff National Park. Sunshine’s snowshoe tour starts at the top of Mount Standish at Sunshine Village Ski Resort accessible by gondola, then chair lift. Surrounded by 360 degree panoramic alpine views, you'll walk along the path Canada’s First Nations people took to trade with neighbouring tribes, and listen to stories of first discovery from European explorers. Put yourself in their (snow) shoes.

The experience culminates indoors at the Sunshine Mountain Lodge’s Chimney Corner Lounge and Wine Bar with a traditional Swiss-style fondue. You’ll be returned to the Fairmont Banff Springs at the end of this fabulous experience.

What’s included:
- Transportation to and from Banff
- Snowshoes, poles and boots
- Lift/gondola tickets and professional guide
- Approximately 2½ hours of snowshoeing
- Hot Chocolate and cookies on the trail
- Traditional Swiss style cheese and vegetable fondue in the Chimney Corner Lounge and Wine Bar.

Abilities: All ability levels

What to wear: Full winter gear is required including:
- Winter jacket
- Snow pants
- Gloves
- Warm socks
- Snow goggles
- Toque (winter hat)
- Hiking or winter boots.

Winter jackets and snow pants are available for rent in Sunshine’s Rental Shop at the base.

What to bring: We recommend carrying a small backpack for a camera and bottle of water.

Pre-registration required.