

Tuesday, May 15

All programming will be held at the Raleigh Convention Center, unless otherwise noted.

Emerging Museums Pre-Conference

Sponsored by Cambridge Seven Associates, Inc.

8:30 a.m.–5:00 p.m.

Pre-registration is required; Member registration, \$235, Nonmembers, \$335. This event is limited to emerging museums and individuals starting a children's museum. Registration fee includes breakfast, lunch, and materials.

Preliminary Agenda

8:00 a.m.–8:30 a.m.

Breakfast

8:30 a.m.–8:45 a.m.

Welcome

8:45 a.m.–9:15 a.m.

Introductions

9:15 a.m.–10:30 a.m.

Perspectives from Recently-Opened Children's Museums

No two children's museums are planned in the same way. However, much can be learned from those who have gone before. Hear from leaders of recently-opened children's museums of all sizes and shapes, including one located in a mall, one that renovated a three-story house, and one that opted for a brand-new building.

10:30 a.m.–10:45 a.m.

Break

10:45 a.m.–11:15 a.m.

Where Are You in the Development Process?

In this facilitated discussion, reflect on the previous session and identify burning questions you want answered during the next sessions.

11:15 a.m.–12:15 p.m.

Which Plan and When?

There are a number of plans that start-up museums are recommended to develop—a business plan, a strategic plan, a master plan, a fundraising plan, an exhibit plan, a program plan, a staffing plan—sometimes the list seems endless. Which plans do you need to develop and at what stage?

12:15 p.m.–1:00 p.m.

Lunch

1:00 p.m.–1:30 p.m.

ACM Resources

Learn about ACM resources that are especially valuable to those starting a children's museum.

1:30 p.m.–2:30 p.m.

The Economics of Opening a Children's Museum

Presenters will address the following questions: What is your operating strategy? What is the importance of testing project viability? (Yes, your new children's museum is a project!) Do you need to conduct economic feasibility evaluations, market support evaluations, and site and plan evaluations? What if you don't? What are hard costs versus soft costs? How should you budget for the period up to and including the opening? How can you manage donors and their expectations?

2:30 p.m.–2:45 p.m.

Break

2:45 p.m.–3:45 p.m.

Building and Site Options

Presenters will address the following questions: What do you need to know before a site is selected for your new museum? How can you determine the best location for your museum? Should you accept an offer of "free space" or a free building? Should you build new or renovate? What non-exhibit issues do you need to worry about (accessibility, number of toilets, parking, security, etc.)? What does the process look like and how can you avoid pitfalls? What if you've already been given a building and site?

3:45 p.m.–4:45 p.m.

We Know Where, Now What? Designing the Museum

Presenters will address the following questions: What's the process of selecting an architect and/or exhibit designer, and how should you work with them? What if you cannot read architectural drawings? What is the process and how long does it take? Who should be involved? How large should your core team be? What is the role of advisors? How can you get the community involved?

4:45 p.m.–5:00 p.m.

Wrap Up and Adjourn