Please note that all times are EST.

SESSION #1: Monday, February 25

8:45–9 a.m. Welcome and Orientation – We'll set the stage for your participation in Museums Advocacy Day, including the unique challenges we face in 2013 and the power of speaking with one voice. Ford W. Bell, President, American Alliance of Museums, Steven Lerman, Provost and Executive Vice President for Academic Affairs, The George Washington University

9–9:10 a.m. Commitment to Excellence – We will recognize museums participating in excellence programs (such as accreditation, StEPs, MAP, Core Documents Review, Pledge of Excellence), and encourage others to learn about how these programs can advance your museum’s mission. Meme Omogbai, Board Chair, American Alliance of Museums, and Chief Operating Officer of the Alliance accredited Newark Museum

9:10–9:30 a.m. Political Update – Get the latest political developments in Washington, DC and learn what’s motivating some of the recent activity on Capitol Hill. Gail Ravnitzky Silbergleid, Senior Director of Government Relations and Advocacy, American Alliance of Museums

9:30–9:45 a.m. Q&A with Alliance Assistant Director for Advocate Engagement, Ember Farber (ONLINE ONLY)

SESSION #2: Monday, February 25

11 a.m.–12 p.m. Core Advocacy Refresher – Review essential advocacy strategies and techniques, and learn how to maximize your advocacy impact before, during, and after your Capitol Hill meetings. Stephanie Vance, Advocacy Guru, Advocacy Associates, Inc.

12 p.m.–12:15 p.m. Q&A with Alliance President Ford W. Bell (ONLINE ONLY)

SESSION #3: Monday, February 25

12:45–1:45 p.m. Museums and the Future of Education – America’s educational system is on the cusp of dramatic change—what role will museums play in the future of learning? Get a guided tour of the forces shaping the educational landscape. Elizabeth Merritt, Director, Center for the Future of Museums, introduced by Carol B. Stapp, Ph.D., Director, Museum Education Program at The George Washington University
SESSION #4: Monday, February 25

2–2:15 p.m.  **Capitol Hill Briefing, Part I: Setting the Stage** – With all the pressing issues in Washington, DC how can we be sure our message will be heard? We’ll explore the mindset of Congressional staffers and Members of Congress, and learn how to use that information to craft the most compelling message. AAM’s newest Capitol Hill alumnus will share what things look like from the Congressional staff side of the table, including some buzzwords that really get their attention.  *Ben Kershaw, Assistant Director for Congressional Relations, American Alliance of Museums*

2:15–3 p.m.  **Issue Briefings: What Are We Asking For** – Get the latest policy developments on legislative issues important to the museum field and learn how to most effectively frame the “asks”.  *Ben Kershaw, Assistant Director for Congressional Relations, American Alliance of Museums; Andy Finch, Co-Director of Government Relations, Association of Art Museum Directors; Sean Smith, Director of Government and Public Relations, Association of Science-Technology Centers*

3–3:45 p.m.  **Capitol Hill Briefing, Part II: Q&A with former Congressional Staff** – Get the inside scoop from former Congressional staff, who will help us understand the political pressures on Capitol Hill. Submit your questions throughout the day via email to governmentrelations@aam-us.org or submit questions over Twitter using #MuseumsAdvocacy.  *Jennifer Keaton, Vice President for Congressional Relations, Association of Zoos and Aquariums; Isaac Brown, Public Policy Advisor, Edwards Wildman Palmer; Meg Thompson, Partner, The Oldaker Group*

SESSION #5: Monday, February 25

4:00 p.m.  **Advocate From Anywhere: Next Steps for Participating from Home** (ONLINE ONLY) – Discuss your favorite tips and takeaways from the day’s sessions, and learn how to translate them into effective local advocacy. Join this online conversation featuring Museums Advocacy Day supporter and virtual participant Arthur H. Wolf, who is setting up local meetings with the Nevada Congressional delegation, Margo Carlock (invited), who recently led a successful state-level Advocacy Day in Virginia, and advocacy expert Ember Farber, who will discuss the Alliance’s step by step “How-To Guide” for setting up meetings with elected officials in your own home town.