

SESSION PROPOSAL GUIDELINES

2016 Annual Meeting & MuseumExpo
May 26-29
Washington, DC

Thank you for participating in the American Alliance of Museums 2016 Annual Meeting & MuseumExpo session proposal submission process! The American Alliance of Museums Annual Meeting & MuseumExpo is the largest, most diverse gathering of museum professionals in the world! The annual meeting draws over 5K attendees from all over the U.S. and over 50 other countries. Sessions presented during the annual meeting address subject matter of concern to those working within museums of all types and each professional role.

Read the guidelines in their entirety before starting the process. We also strongly recommend printing a hardcopy version for reference as you develop your proposal.

Annual Meeting Purpose

The purpose of the annual meeting is to convene the museum community to share knowledge and expertise, assist museums and their staff to operate at the highest professional level, and conduct the business of the association. It aims to create a dynamic and engaging environment that inspires reflection, renewal, and reaffirmation of the important contribution museums make to society.

The meeting achieves this purpose by: creating networking opportunities; disseminating best practices; advancing professional standards; supporting the management and operational needs of museums; providing valid and reliable information; and discussing leading edge issues and concerns.

As a result of these opportunities attendees will: build their knowledge and skills and their institution's capacity to better serve the public; be revitalized professionally and personally; and feel connected to the association and larger museum community.

Submission Process Overview

The American Alliance of Museums is pleased to continue a peer-reviewed process this year. This process creates an online community that allows session organizers to develop sessions through networking and collaboration with peers.

Through this site you will be able to:

- Build proposals over a six week period
- Seek feedback and support from peers
- Offer help to session organizers by posting messages with recommendations and resources
- Request to join a session as a presenter or solicit presenters for a session that you are developing
- Search to see which topics are being developed by peers
- Identify issue gaps and submit proposals to fill those gaps

IMPORTANT NOTE: *It is highly recommended that Session Organizers begin to build proposals early rather than waiting to start the process just prior to the deadline. Those waiting until the deadline to start a proposal miss out on valuable input from peers. Based on 2014 data, 70% of accepted proposals were built within the first 4 weeks of the proposal process opening.*

Proposal Submission Timeline

Session Proposal Submission Site Opens	July 14
Session Proposal Submission Deadline	August 31
National Program Committee Review	September -October
Acceptance Notifications	December

Evaluation Criteria

The National Program Committee is responsible for the review and selection of program sessions and must ensure that the program reflects a thoughtful balance of topics. The committee is composed of individuals representing diverse professional expertise, regional affiliations, and types of institutions that have an overview of the entire museum field. Proposals are peer-reviewed and are given fair and honest appraisal to provide Annual Meeting participants with the most current thinking on a range of subjects.

Proposals are evaluated by the National Program Committee using the following criteria:

- The session's ideas, purpose and learner outcomes are clearly focused and well-articulated.
- The qualifications and rationale for presenters clearly support the purpose and learner outcomes of the session proposal.
- The session proposal is organized, well-conceived and well-developed.
- The topic is important, timely, and relevant. This may include emerging trends, technology, global perspectives, or other content that is boundary pushing, thought-provoking and unique. Visit <http://www.aam-us.org/resources/center-for-the-future-of-museums> for more information.
- The format is interactive, promoting connection and networking rather than the traditional lecture and PowerPoint format. Participants are encouraged to interact, share ideas, and learn kinesthetically.
- The proposal content can be applied to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size.
- The session proposal includes at least one museum professional as a presenter or moderator.

Proposals may NOT be accepted based on the following criteria:

- Narrow – Topic is too narrowly focused to have broad appeal.
- Underdeveloped – Topic did not offer any new insights or innovation in the area.
- Unclear – Proposal description lacks clarity and/or specificity.
- Lacking Diversity – Proposal content lacks applicability to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size.

Disqualification

The following will result in disqualification and disqualified proposals will not be reviewed by the National Program Committee:

- Proposals that have the appearance of product and service promotion.
- Proposals that do not include a museum professional as a moderator or presenter.
- Proposals that have not been “submitted” (You will be able to save proposals in development, but will be required to “submit” proposals that should be reviewed by the NPC.)
- Proposals that are incomplete (e.g. Presenters are not listed)

Session Development

The [Professional Networks](#) are available to help with the development of your session proposal. They are also a valuable resource for questions regarding the content and working with the evaluation criteria. The contact information for the Professional Networks is available on the Annual Meeting proposal submission site on the [Content Assistance](#) page. Again, we **highly recommend** that you create and save your proposals early and allow them to develop over time, gathering feedback and input from your peers. Consider your proposal a work in progress!

Login Instructions

In order to organize and submit a session proposal you must be a member of AAM in good standing, have an AAM ID and password, or create one during the login process. Once you log-in you will automatically return to the Session Proposal landing page. On this page you can:

- Create A Proposal
- View Proposals & Comment
- Edit My Proposals

Create a Proposal

The proposal site is designed to allow you to develop your session over time. Make sure to save your proposal as you make changes and updates. You are required to complete all sections of the form and click the “submit” button by August 31st for your proposal to be reviewed by the NPC. After you click “submit” you can no longer make edits. Each session organizer is limited to submitting up to two proposals to be reviewed by the National Program Committee.

Save your proposal often; the form will time out after 20 minutes and any unsaved changes will be lost.

AAM reserves the right to edit and publish all fields of accepted proposals.

Session Organizer

The submitter or session organizer is responsible for confirming moderator and presenter participation by August 31st. If the proposal is accepted, the organizer will be the primary point of contact, coordinating among session moderators and presenters. **The session organizer must be a member of AAM in good standing.** The session organizer will **NOT** be listed in publications. If you are both a session organizer and a presenter or moderator, enter yourself as a presenter/moderator in the appropriate field.

Moderators and Presenters

All moderators and presenters must have an AAM profile. Please check with your moderators and presenters to ensure that their AAM profile is up-to-date. You are required to list the names of each moderator and presenter by August 31st. You must also include a short bio for the moderator and each presenter. Bios should support their participation in the session and not exceed 450 characters each. **If accepted, presenter and moderator bios will be included in publications.** Proposals must include at least one museum professional as moderator or presenter; exceptions may be made for the Case Study session format, which allows for only one presenter.

Proposed Session Title

Your session title should not exceed 60 characters (approximately 10 words). We encourage you to develop a title that is not only catchy, but also accurate to the session content.

Published Session Description

Your published description should be no more than 750 characters (approximately 125 words). Descriptions should be compelling, but must also be concise and accurately reflect the information that participants will learn if they attend your session. **Descriptions should align with your selected session format.** This description will be displayed on the AAM website, mobile app and any other published meeting materials. AAM reserves the right to edit accepted session descriptions.

Learning Principles

Please incorporate the Learning Principles and reference the Evaluation Criteria as you develop your proposal.

Learning Principles:

1. The AAM audience is diverse and has a rich background of knowledge and experiences. They learn best when experiences are acknowledged and new information builds on their past knowledge and experiences.
2. For the most part, attendees are pragmatic in their learning and want to apply their learning to present situations. If the information is theoretical, they want to see a clear connection to their situations.
3. Sessions that have received the highest ratings have been those where attendees have been active participants in the learning process rather than passive recipients of knowledge.

Additional Information for Reviewers

You may wish to provide reviewers with additional information that supports your session proposal. **This field should only be provided if necessary and will not be published.** Additional information should include pertinent information such as supporting details about the session content, presenters, or structure that has not already been provided (Has this content been presented elsewhere? Did this program win an award? Are there interactive components planned?). Additional information for Reviewers is limited to 750 characters and is not a required field.

Learner Outcomes

Learner Outcomes are the new skills, strategies and knowledge participants will gain as a direct result of participating in your session. Provide three concise outcomes, not exceeding 150 characters each (approximately 20 words), to be included in published meeting materials. Learner Outcomes must be complete sentences and thoughts, completing the sentence “Participants will learn to...”.

Tracks (Appendix A)

Tracks are designed to help participants find sessions that relate to their job or functional area. However, content should be designed to appeal to museum professionals across disciplines. Participants are encouraged to attend sessions in various tracks in an effort to gain new perspectives. AAM aims to incorporate diverse and global perspectives into all Annual Meeting tracks. Review Appendix A and familiarize yourself with the track descriptions and primary audiences before making your selection. You may select only one track.

Session Formats (Appendix B)

Review the session formats (Appendix B) carefully before making your selection. Session formats and room set-ups have been pre-determined and may include specific methods of audience engagement and interaction. **By submitting a session, you acknowledge that you understand and agree to present in the format selected.** You may select only one session format.

Select one of the following session formats:

- Case Study
- Storytelling
- The Classroom
- Talk Show

The standard AV set consists of an LCD Projector, Screen, (2) handheld presenter microphones, (1) audience microphone. **Special AV requests will be considered but not guaranteed.**

Save Proposal

Click on the “Save Proposal” button at the bottom of the form to save any changes to your proposal as it is in the development phase. You will still be able to view and make changes to your proposal.

Save your proposal often; the form will time out after 20 minutes and any unsaved changes will be lost. The proposal site will NOT auto-save.

Complete & Submit

Submission

All fields are required in order to “Complete & Submit” your proposal.

You must click on the “Complete & Submit” button at the bottom of the form to submit your final proposal for the National Program Committee to review by August 31st. You may only submit two session proposals. Once you have submitted your proposal you will not be able to make changes.

Confirmation

A confirmation email will be sent upon submission of your proposal. If you do not receive a confirmation when you hit the submit button, contact AAM to confirm receipt (proposal@aam-us.org). After August 31st the submissions move on to the review phase.

National Program Committee Review

After August 31st, the National Program Committee will complete an online review using the Evaluation Criteria in these guidelines. This review will occur from September to October. The committee will meet in mid-October to discuss each proposal and make final decisions. Submitters will be notified of acceptance status by December.

View Proposals & Comment

Your colleagues will be able to view all in-progress and submitted proposals. Use this link to review other proposals and collaborate with session moderators and presenters.

Comments

The comments section of the form is where peer discussion will take place. You can respond to inquiries or post additional comments using this section of the form. Do not embed questions and comments in the body of the session description or in other areas of the form. Forward any questions for AAM staff to the appropriate contact on page 8 of these guidelines. **Do not post them in the comments section.**

Visit the “View Proposals & Comment” link often to read comments and receive feedback from your peers. You will receive an email notification if a comment is posted to your proposal.

Edit My Proposals

Use the “Edit My Proposals” button to make changes to your in-progress proposal. You will have access to the most recent version that you have saved. You can continue to edit your proposal after saving. **You cannot edit your proposal after clicking complete & submit.**

Withdrawing a Proposal

Use the “Edit My Proposals” button and scroll down to “Status”. Select “Withdrawn” from the drop-down menu and click “Save Proposal”. **You can no longer view, edit, or submit your proposal once it has been withdrawn.**

Session Organizer Agreement

As the session organizer, you are responsible for planning the session from conception to delivery and maintaining communication between moderators, presenters and AAM. In this role you are also responsible for ensuring that the presentation achieves the purpose and learner outcomes.

If my session is accepted, as session organizer, I understand and agree to the following:

- I understand that the scheduling of my session is at the discretion of AAM, without exception.
- I will submit all required information by the designated deadline.
- I will confirm the participation of the session moderator and presenters prior to submitting.
- I will communicate with moderators and presenters about meeting expectations and deadlines in a timely manner, and follow-up with them as needed.
- I will submit all required forms and materials (e.g. Speaker Agreement, Handouts, and PowerPoint slides) by the requested deadline.
- **I understand that my session will not be published online or in print until all presenters and moderators have completed their presenter agreements.**
- I will help to support the facilitation of the session.
- I will review all session handout materials in advance of the meeting to ensure quality and consistency.
- I will communicate any special accessibility and session needs to AAM on behalf of the session moderator and presenters in a timely manner.
- **I understand that all moderators and presenters are responsible for their own registration and travel-related expenses.**
- I understand that all presenters and moderators must register and pay to attend the annual meeting, and must confirm their participation by registering prior to the Advance Registration Deadline. Complimentary passes will be available to presenters outside of the museum field for access to their accepted session only.
- I will replace any presenters or moderators as necessary, without exceeding the maximum number of presenters permitted for my session type.
- All presenters and moderators will participate in-person; remote participation will not be permitted by AAM unless included in the initial proposal.
- I understand that by submitting a session, I provide consent for AAM to record my presentation in audio and/or visual form. I understand that AAM will be the sole copyright owner of the recording and can distribute and sell it, along with any supporting materials. **Upon request**, AAM will provide me with one complimentary copy of the recording, however, I agree not to sell, distribute, stream over the Web, or otherwise use the recording received by AAM in any way other than for my personal archival use, except with the prior written consent of AAM.
- I understand and agree that if my session is accepted, it will be presented with the content and in the format in which it was submitted.

Failure to meet these obligations will jeopardize your session's acceptance, and your ability to submit future AAM annual meeting proposals.

AAM Staff Contact Information

We are here to help. If you have questions or concerns, please contact the following departments for assistance.

Login Assistance

Membership@aam-us.org

Technical Assistance

Helpdesk@aam-us.org

General Questions

Proposal@aam-us.org

If you prefer to reach an AAM staff member by phone, don't hesitate to call.

Hours: Monday – Friday, 9:00 am – 5:00 pm Eastern Time

Phone: 202-289-1818

Toll Free Phone: 866-226-2150

Content Assistance

The [Professional Networks](#) are available to help with the development of your session proposal. They are also a valuable resource for questions regarding the content and working with the evaluation criteria. The contact information for the Professional Networks is available on the Annual Meeting proposal submission site on the [Content Assistance](#) page.

Content Assistance: www.aam-us.org/events/annual-meeting/sessions/content-assistance)



Appendix A
2016 Annual Meeting & MuseumExpo
Session Track Definitions

Program Tracks are designed to help participants find sessions that relate to their job or functional area. However, content should be designed to appeal to museum professionals across disciplines. Participants are encouraged to attend sessions in various tracks in an effort to gain new perspectives.

Track	Definition	Primary Audience
Career Management	Addresses issues across career stages (student, emerging, mid-career, senior level) including: finding a job; building self-awareness; effective communications at work; building cross-cultural competencies; addressing diversity at work; managing career transitions; mentoring; networking; working as a consultant/independent professional; and professional training programs.	All functional areas
Collections Management	Addresses collections issues including: planning, management and documentation, and care and conservation; loans; digitization and access; cultural property and repatriation/restitution; diversity sensitivity training; transportation/cargo screening issues; copyright and reproduction; international, ethical, legal and tax issues relating to collections.	Collections managers, registrars, curators, conservators, archivists, librarians and IT
Curatorial Practice	Addresses curatorial practice including: interpretive planning; content development; scholarship and research (general, object, applied); connoisseurship; acquisition and deaccession standards and ethics (analog and digital; living and non-living, international); collections planning; collections records management; access to collections; outreach and advocacy; community partnerships in research and interpretation; diversity sensitivity training regarding curatorial practice; and preservation standards and ethics.	Curators, researchers, collections managers, registrars, educators, directors, IT, students, exhibit developers
Development and Membership	Addresses fundraising and membership-related issues including: making the case; donor relations; government relations; grants; campaigns; endowments; special events; sponsorships; membership dues and structures; admissions; direct mail; and legal and tax issues (e.g., charitable giving incentives).	Development and fundraising staff, membership staff, business development and staff that participate in fundraising activities



Appendix A
2016 Annual Meeting & MuseumExpo
Session Track Definitions

<p>Education, Audience Research & Evaluation</p>	<p>Addresses issues related to museum education, interpretation and visitor experiences, including: engaging community and audiences; diversity, inclusion and accessibility; educational programming (e.g., onsite, online and outreach programs, tours, teacher training, school partnerships and homeschooled audiences); exhibit development; scholarly research; learning theory; early childhood development; literacy; education public policy (e.g., Elementary and Secondary Education Act, Advancing Informal STEM Learning); global perspectives; and visitor studies and evaluation.</p>	<p>Educators, exhibit designers and fabricators, development and membership staff, researchers, evaluators, guest services and museum management.</p>
<p>Exhibit Planning and Design</p>	<p>Addresses all aspects of planning and developing real and virtual exhibitions including: audience engagement; universal design; diversity, inclusion and accessibility; diversity sensitivity training regarding exhibition planning; global perspectives cross-functional planning teams; fabricating and installing exhibits; label writing; museum theatre; exhibition-related programming; developing off-site and traveling exhibits; and transportation/cargo screening issues.</p>	<p>Exhibit designers and fabricators, educators and curators</p>
<p>Facilities Management</p>	<p>Addresses issues related to facilities management including: construction, renovation and expansion projects; universal design, space allocation; physical accessibility and diversity training including cross-cultural competencies; disaster planning, recovery, emergency preparedness; insurance, safety, and security; visitor amenities, site use and planning.</p>	<p>CEOs, security, operations, event managers, , collections staff, architects, visitor services, retail and site managers.</p>
<p>Forces of Change</p>	<p>Addresses trends in museums’ external operating environment—local, regional or global—including: political, social, technological economic, demographic and ecological issues; diversity, accessibility and inclusion; and how museums are responding to these forces of change.</p>	<p>All functional areas</p>



Appendix A
2016 Annual Meeting & MuseumExpo
Session Track Definitions

<p>Management & Administration</p>	<p>Addresses issues related to the day-to-day management of people, projects, and money in museums including human resources; recruiting, orienting and training staff, volunteers and interns; workforce/workplace issues; project management; financial planning and reporting; earned income; benchmarking/Key Performance Indicators (KPI); and legal issues and compliance.</p>	<p>CEOs, COOs, CFOs, operations, senior administration and board members or trustees, accounting, retail, human resource and volunteer managers</p>
<p>Marketing and Community Engagement</p>	<p>Addresses issues relating to communications, marketing and external relations including: market research; marketing plans; attendance; public relations; media relations; diversity, access and inclusion; global perspectives; cross-cultural competencies; advocacy; government relations and working with public/elected officials; demonstrating public, economic and educational impact; tourism; social media; crisis communications; branding; community relations; civic/community partnerships and collaborations; and visitor services.</p>	<p>Marketing and public relations, media relations, community relations, social media, new media, researchers, evaluators, visitor services and IT</p>
<p>Media and Technology</p>	<p>Addresses issues related to information technology planning and implementation including: software; online security and privacy; museum websites; new media; mobile applications; and technology and augmented reality.</p>	<p>IT and social media</p>

Appendix B 2016 Annual Meeting & MuseumExpo Session Formats

Case Study

A brief, single case study sharing solutions, successes, challenges and/or best practices followed by audience feedback and Q&A. Case studies are a quick exchange of ideas and examples of “what worked for me” with clear participant takeaways that can be applied to their own museum or organization. These sessions are a more traditional presentation format, but are designed to be rapid paced.

Presenters: 1 presenter

Timing: 30 minutes total; 15 minutes presentation, 15 minutes Q&A

Room Set: Theater seating for participants, podium for presenter. No head table.

*Each proposal must include at least 1 museum professional

Standard AV Set: PC Laptop, LCD Projector, screen, (1) handheld speaker microphone, (1) audience microphone



Appendix B 2016 Annual Meeting & MuseumExpo Session Formats

Storytelling

Presenters will deliver content that focuses on actual situations, programs and projects using the art of storytelling. Stories should be personalized and descriptive and 1. Define the situation; 2. Describe environmental challenges and opposing forces; 3. Outline what tactics were used to overcome; 4. Present the end result. Session may be structured as story presentation followed by participant discussion or completely participatory. PowerPoint presentations are discouraged, but images are welcome.

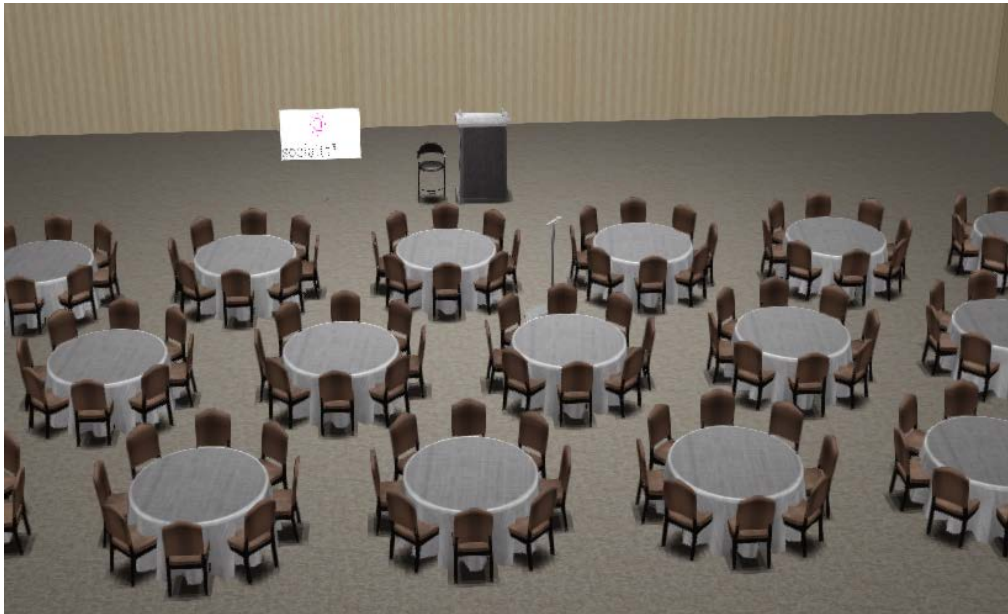
Presenters: 4 presenters max, plus one moderator.

Timing: 75 minutes

Room Set: Round table seating for participants, presenters may sit or stand at the front of the room. No head table.

*Each proposal must include at least 1 museum professional

Standard AV Set: PC Laptop, LCD Projector, screen, (2) handheld speaker microphones, (1) audience microphone



Appendix B 2016 Annual Meeting & MuseumExpo Session Formats

The Classroom

Presenters demonstrate tools and resources to help participants perform their jobs more effectively. Classroom sessions are highly interactive and collaborative tutorials, and demonstrate specific applications and outcomes. For example, presenters may demonstrate a tool that has been developed through research, a new method that emerged as a result of a project, or an innovative way to collect or analyze information. Classroom sessions provide a hands-on experience that involves the conference participants in in-depth active learning. Advance work may be required by participants. These are not traditional lectures. Limited seating may be available.

Presenters: 4 presenters max, plus one moderator.

Timing: 75 minutes

Room Set: Round table seating for participants, head table and podium in front of room for presenters.

*Each proposal must include at least 1 museum professional

Standard AV Set: PC Laptop, LCD Projector, screen, (2) handheld speaker microphones, (1) audience microphone



Appendix B 2016 Annual Meeting & MuseumExpo Session Formats

Talk Show

True panel discussion in a conversational, talk show style format. Moderator plays an important role in introducing the topic, guiding the conversation, and engaging the audience. Panelists should represent a diverse range of perspectives. PowerPoint presentations are strongly discouraged.

Presenters: 4 presenters max, plus one moderator.

Timing: 75 minutes; 60 minutes discussion, 15 minutes Q&A

Room Set: Theater style seating for participants, panelists and moderator are seated. No head table.

*Each proposal must include at least 1 museum professional

Standard AV Set: PC Laptop, LCD Projector, screen, (2) handheld speaker microphones, (1) audience microphone

