# FLORIDA ASSOCIATION OF MUSEUMS
## 2023 Annual Conference, Tampa
### AGENDA

#### Sunday, September 17, 2023

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 pm – 3:30 pm</td>
<td>REGISTRATION OPEN</td>
</tr>
<tr>
<td>1:00 pm – 3:30 pm</td>
<td>OPTIONAL TOURS (Separate pre-registration required, additional fee)</td>
</tr>
<tr>
<td>4:00 pm - 9:00 pm</td>
<td>EVENING EVENT: ZooTampa at Lowry Park</td>
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#### Monday, September 18, 2023

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00am – 3:30pm</td>
<td>REGISTRATION OPEN</td>
</tr>
<tr>
<td>8:30am – 10:00am</td>
<td>WELCOME &amp; COMMUNITY FORUM</td>
</tr>
<tr>
<td>10:15am – 11:45am</td>
<td>BREAKOUT 1 (choose one)</td>
</tr>
<tr>
<td>A.</td>
<td>Succession Planning: Preparing Your Organization for Transition</td>
</tr>
<tr>
<td></td>
<td>Michelle Turman Terry Marks</td>
</tr>
<tr>
<td>B.</td>
<td>Multimodal Active Learning for School-Age Kids</td>
</tr>
<tr>
<td></td>
<td>Caroline Figiel Danny Jones Kylie Diaz</td>
</tr>
<tr>
<td>C.</td>
<td>Engage: Building an Exhibit with Skeptical Stakeholders</td>
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<tr>
<td></td>
<td>Phyllis Davis Summer Bias Mary Anna Murphy</td>
</tr>
<tr>
<td>D.</td>
<td>Say What You Mean and Mean What You Say</td>
</tr>
<tr>
<td></td>
<td>Martha Wells Kevin McNulty Lauren Aristizabal</td>
</tr>
<tr>
<td>E.</td>
<td>Augmenting Cultural Experiences with AR</td>
</tr>
<tr>
<td></td>
<td>Lauren Jensen Queen Thomas</td>
</tr>
<tr>
<td>12:00 pm – 1:30 pm</td>
<td>KEYNOTE LUNCHEON: Trust, Engagement, and Community: The Hard Data on Why Florida Museums Matter So Much Right Now</td>
</tr>
<tr>
<td>1:45 pm – 3:15 pm</td>
<td>BREAKOUT 2 (choose one)</td>
</tr>
<tr>
<td>A.</td>
<td>Best Practices for Small Museums: Grow Engagement, Impact &amp; Sustainability</td>
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<td></td>
<td>Grace Robinson Ashley Williams J. Marshall Adams</td>
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### Breakout 2 (Continued)

<table>
<thead>
<tr>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>B. Connecting with Community</td>
<td>Julie Ward</td>
</tr>
<tr>
<td></td>
<td>Claudine Humber</td>
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<tr>
<td></td>
<td>Blanca Flores</td>
</tr>
<tr>
<td></td>
<td>Ellen Chastain</td>
</tr>
<tr>
<td>C. Rewriting Your Narrative for Well-Being</td>
<td>Maria Hane</td>
</tr>
<tr>
<td></td>
<td>Celeste Krueger</td>
</tr>
<tr>
<td>D. You CAN Boost Your Funding Ecosystem!</td>
<td>Brynne Anne Besio</td>
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<tr>
<td></td>
<td>John Smith</td>
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<tr>
<td>E. Crisis Communication Planning: It Could</td>
<td>Kevin McNulty</td>
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<tr>
<td>Happen to You!</td>
<td>Martha Wells</td>
</tr>
<tr>
<td></td>
<td>Andrew Sandall</td>
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#### Schedule

- **3:30pm – 5:30pm**
  - EXPO OPENING RECEPTION & NETWORKING EVENT
- **6:00pm – 9:30pm**
  - EVENING EVENT: Tampa Bay History Center

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**Tuesday, September 19, 2023**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am – 4:15 pm</td>
<td>REGISTRATION OPEN</td>
</tr>
<tr>
<td>8:00 am – 5:30 pm</td>
<td>EXPO OPEN</td>
</tr>
<tr>
<td>8:00 am – 8:45 am</td>
<td>BREAKFAST IN EXPO HALL</td>
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<tr>
<td>8:45 am – 9:45 am</td>
<td>BREAKOUT 3 (choose one)</td>
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<tr>
<td>9:45 am – 10:15 am</td>
<td>BREAK IN EXPO HALL &amp; EVENT</td>
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<table>
<thead>
<tr>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>A. EMPOWERING FROM WITHIN: RESILIENT FOUNDATIONS</td>
<td>Susan Baldino</td>
</tr>
<tr>
<td></td>
<td>Olivia Hackney</td>
</tr>
<tr>
<td>B. Deaccessioning Done Right</td>
<td>Cori Convertito</td>
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<td></td>
<td>Kristen Rudy</td>
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<td></td>
<td>Dr. Colin Brady</td>
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<tr>
<td>C. Fire up Effective Storytelling</td>
<td>Katie Deits</td>
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<tr>
<td>D. Swamp Heritage: Helping the Gladesmen Find their Voice</td>
<td>Thomas Lockyear</td>
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<td></td>
<td>Jack Shealy</td>
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<tr>
<td>E. Grant Opportunities with Florida Humanities</td>
<td>Nashid Madyun</td>
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<td></td>
<td>April Myerscough</td>
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<td>Time</td>
<td>Session</td>
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<td>10:15am – 11:45am</td>
<td>BREAKOUT 4 (choose one)</td>
</tr>
<tr>
<td>A.</td>
<td>Leveraging a Strong Board/Staff Partnership</td>
</tr>
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<td>B.</td>
<td>Advocating for Collections</td>
</tr>
<tr>
<td>C.</td>
<td>Virtual Volunteers for the Post-COVID Landscape</td>
</tr>
<tr>
<td>D.</td>
<td>New Professionals Discussion Forum</td>
</tr>
<tr>
<td>E.</td>
<td>Getting to YES: Best Practices for Major Gift Fundraising</td>
</tr>
<tr>
<td>11:45am – 1:15pm</td>
<td>LUNCH ON YOUR OWN</td>
</tr>
<tr>
<td>11:45am - 1:15pm</td>
<td>DIRECTORS LUNCH</td>
</tr>
<tr>
<td>1:15pm - 2:15pm</td>
<td>BRING &amp; BRAG</td>
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<tr>
<td>2:15pm - 2:45pm</td>
<td>BREAK IN EXPO HALL</td>
</tr>
<tr>
<td>2:45pm - 4:15pm</td>
<td>BREAKOUT 5 (choose one)</td>
</tr>
<tr>
<td>A.</td>
<td>Autopsy: How Museums Die</td>
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<tr>
<td>B.</td>
<td>A1S Trail Case Study: Partnerships, Paint, and QR Codes</td>
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<tr>
<td>C.</td>
<td>Neurodivergence Inclusion as a Superpower</td>
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<tr>
<td>D.</td>
<td>Making Museums Matter: Community Collaboration</td>
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<tr>
<td>E.</td>
<td>State of Florida DHR &amp; DAC Grant Programs</td>
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<tr>
<td>Time</td>
<td>Event</td>
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<tr>
<td>4:15pm - 5:30pm</td>
<td>EXPO CLOSING RECEPTION</td>
</tr>
<tr>
<td>6:00pm – 9:30pm</td>
<td>EVENING EVENTS &amp; AWARDS CEREMONY: Henry B Plant Museum and Scarfone/Hartley Gallery</td>
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**Wednesday, September 20, 2023**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am – 9:30 am</td>
<td>HOT TOPIC BREAKFAST: Artificial Intelligence in Museums: Bridging the Past and Future, Kevin McNulty, President &amp; CEO, NetWeave</td>
</tr>
<tr>
<td>9:30 am – 11:00 am</td>
<td>ANNUAL MEETING &amp; COMMUNITY FORUM WRAP UP</td>
</tr>
<tr>
<td>11:00 am</td>
<td>CONFERENCE CONCLUDES</td>
</tr>
</tbody>
</table>

Kevin McNulty
Malinda Horton
Steven High
Erin Wolfe Bell
Rob Overton