

40TH ANNIVERSARY CONFERENCE & EXPO

SOARING TO NEW HEIGHTS

AGENDA



Tuesday, September 22, 2026

12:30pm – 5:30pm	REGISTRATION OPEN
4:00pm – 5:30pm	<i>KICK-OFF TIKI PARTY- SOARING TO NEW HEIGHTS</i>
6:00pm – 9:30pm	EVENING EVENT AT A LOCAL MUSEUM TBD

Wednesday, September 23, 2026

8:00am – 3:30pm	REGISTRATION OPEN	
8:30am – 10:00am	WELCOME & COMMUNITY FORUM	Malinda Horton , FAM Executive Director
10:15am – 11:15am	COMMON GROUNDS COLLECTIVE BREAKOUT 1	
	A. Common Grounds Collective: Education	
	B. Common Grounds Collective: Collections	
	C. Common Grounds Collective: Administration	
	D. Common Grounds Collective: PR/Marketing	
	E. Common Grounds Collective: Development	
	F. Common Grounds Collective: Curatorial/Exhibitions	
11:30am – 1 :00pm	KEYNOTE LUNCHEON	
1:15pm – 3:15pm	BREAKOUT 2 (2 hours)	
	A. New and Not-so-new CEO Roundtable and Network	
	B. At the Core: Adopting Standards for Collections and Museum Management	
	C. How We Make Historically Accurate AI Videos for Museums	

	D. The WOW Factor: How Wonder Shapes Visitor Experiences and Communities	
	E. Why Didn't I Think of That?! Every Tour Question Answered	
	F. AI-Powered Fundraising for Nonprofits	
3:30pm – 5:00pm	EXPO OPENING RECEPTION & NETWORKING EVENT	
5:30pm – 9:30pm	EVENING EVENT AT A LOCAL MUSEUM TBD	
Thursday, September 24, 2026		
6:30am – 7:30am	Museum Professionals on the Move (Group Run/Walk) Join your colleagues for a fun group run/walk at a conversational pace. We'll follow an out-and-back route along Clear Lake so you can control your own distance and timing.	
8:00am – 5:30pm	EXPO OPEN	
8:00am – 8:45am	BREAKFAST IN EXPO HALL	
8:45am – 10:30am	EXPO VENDOR SHOWCASE	
10:30 am – 11:00am	BREAK IN EXPO HALL & EVENT	
11:00 am – 12:00pm	BREAKOUT 3 (choose one)	
	A. Challenges Faced when Operating Historic House Museums	
	B. Seat of the Muses: An Unexpected Collaboration	
	C. Soaring Beyond the Field Trip: Elevating K–12 Teacher Support	
	D. State Grants: Application Requirements and What Panelists are Expecting	
	E. Building A Docent Program For The Next Generation	
	F. TBD	
12:00pm – 1:30pm	LUNCH ON YOUR OWN	
12:00pm – 1:30pm	DIRECTORS LUNCH	
1:30pm – 2:30pm	BRING & BRAG	
2:30pm – 3:00pm	BREAK IN EXPO HALL	

3:00pm – 4:00pm	BREAKOUT 4 (choose one)	
	A. Governance Gone Wrong: Three Mistakes That Could Sink Your Museum	
	B. Exhibit Design Geek-Out: Vendors, Materials, Mounts & Museum Hacks	
	C. 90 Years of Community Storytelling	
	D. Motivating the Museum Volunteer	
	E. Museum Mixed Needs: Museums and Communities Mutual Support	
	F. Building Year-Round Engagement Through Recognition Programs	
4:30pm – 5:30pm	EXPO CLOSING RECEPTION	
6:00pm – 9:30pm	EVENING EVENTS & AWARDS CEREMONY	
Friday, September 25, 2026		
8:30am – 10:30am	Roundtables	Museum Meet Cutes: Facilitated Roundtables
10:30am – 11:00am	COMMON GROUNDS COLLECTIVE BREAKOUT 5	
	A. Common Grounds Collective: Education	
	B. Common Grounds Collective: Collections	
	C. Common Grounds Collective: Administration	
	D. Common Grounds Collective: PR/Marketing	
	E. Common Grounds Collective: Development	
	F. Common Grounds Collective: Curatorial/Exhibitions	
11:00 am	CONFERENCE CONCLUDES	