

## CALL FOR SESSION PROPOSALS

# BUILDING MUSEUMS™

Submit Proposals to the [Call for Session Proposals Form](#)  
**Submission Deadline: Monday, November 20, 2023 by 5:00PM EST**

### I. **About Building Museums™**

The MAAM Building Museums™ Symposium is a national symposium on the process, promise, and pitfalls of planning and managing museum capital building projects. This symposium is for museum leaders, architects, planners, project managers, technical experts, and those who plan to implement new construction, renovation, preservation, or expansion projects for museums. The three-day symposium will consist of various types of presentations: a full-day workshop, keynotes, breakout sessions, behind-the-scenes tours, and social events. The Building Museums™ Program Committee is reaching out to museum and allied building design and construction professionals to solicit an inclusive array of impactful program presentations.

### II. **Mid-Atlantic Association of Museums Mission & Values**

**Inclusion & Equity:** MAAM commits to shaping a museum field that values and includes diverse voices.

**Empathy:** MAAM commits to the idea that people matter to museums, and support museums as places to learn and value others.

**Curiosity & Innovation:** MAAM commits to evaluating and questioning current practices and integrating a wide range of perspectives to effect thoughtful change within the field.

**Mission:** The Mid-Atlantic Association of Museums sparks dialogue among museum and industry professionals to build sustainable and inclusive museums for their communities.

### III. Proposal Recommendations

- The Building Museums™ Program Committee is looking for sessions that provide a clear and focused discussion of issues encountered on a specific project or projects, bring a diverse range of participants to the table to exchange views, stimulate questions and conversations among the attendees, and align with MAAM's Mission & Values.
- Sessions are typically 75 minutes in length and can be in a variety of formats, including case studies, panel discussions, or round table discussions.
- Strong session proposals share “real world” experiences in the development of museum building projects, especially those that intentionally include a discussion of project challenges, mistakes, and triumphs, as well as specific budget and timeline information.
- Session proposals may address local, urban, suburban, regional, or national issues, and come from organizations of all sizes and types. Presentations on smaller scale projects are encouraged, and, for projects that are larger in scale, relating that experience to smaller projects would be of value to the symposium's expected audience.
- Successful session proposals should address one or more of the following topics as they relate to your capital building project(s):
  - Budget and business planning
  - Collections care within exhibitions, and in storage, and in facility design
  - Community engagement in connection to building projects
  - Dealing with existing infrastructure and historic preservation
  - Diversity, Equity, Accessibility, & Inclusion (DEAI) initiatives in museum building projects
  - Design and pre-construction processes
  - Food service & retail
  - Fundraising
  - Landscape architecture
  - Leadership roles in museum building projects
  - Post-opening challenges
  - Project communication, internal and external
  - Strategic and master planning
  - Sustainable design
  - Team formation and strategies for inclusion
  - Visitor experience
- Submissions must include photographs of completed project(s) and renderings of planned projects that are included in your session proposal and links to any relevant websites.
- Successful session proposals will meet the continuing education and professional development needs of the museum community and the allied professional design and

construction industry. **Programs that are perceived as a sales pitch, either for products or services, or focus on a proprietary product or installation will not be accepted.**

- Each session proposal must provide at least four clear learning objectives for attendees to comply with [AIA learning unit requirements](#). Please notify if your planned program will meet the Health, Safety and Welfare standards of the AIA Continuing Education program ([LINK to AIA HSW qualifications](#)).

#### IV. **Speakers**

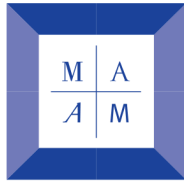
Session proposals that include diverse speakers who represent multiple disciplines (museum leadership and/or staff, designers, planners, conservators, contractors, etc.) are highly encouraged.

Session proposals typically consist of no more than four speakers including the moderator/facilitator. Each panel must consist of at least one museum staff member, and at least one panelist is required to be—or plan to become—a member of the Mid-Atlantic Association of Museums. Panels should include key members directly involved in the project with expertise to speak to relevant content areas, i.e., projects that impact collections preservation should include a conservator or collections manager.

Program submissions must include the names and positions of all proposed speakers and be committed to attending the conference on the dates noted. If your session proposal is accepted, it is the Program Committee's discretion as to which date and time the session will be scheduled.

#### V. **Program Selection Process**

- Proposals will be evaluated on the strength of their abstract and relevance to the expected range of symposium attendees. A clear, concise and well-written submission along with accompanying photographs or renderings that define the issues and topics of your session will be the most helpful in the selection process.
- Proposals will also be evaluated on the diversity of speakers, including diversity of thought, experience, race, gender, institutional role, and place in career, among other factors.
- From the proposed session submissions, the Committee may select 1–2 to be Plenary or Keynote sessions. These selections will be based on the Committee's assessment of the session's overarching value to all the symposium attendees.



- The symposium Program Committee consists of representatives from the larger MAAM Building Museums™ Committee and includes a broad spectrum of individuals with experience and expertise found on a typical museum project.
- The Program Committee will notify session selection by the end of December 2023. The Program Committee reserves the right to request modifications to a submitted program and may combine multiple submissions into a single program.
- Moderator/facilitators must confirm that all the proposed speakers are available for the Building Museums™ Symposium dates before submitting a proposal. If a session is accepted, the session lead will be informed of the scheduled date and time of their session and should expect to accommodate modifications to the program requested by the Program Committee. It is the responsibility of the speakers to notify the Program Committee through MAAM of any change in title or place of employment by the end of January 2024 in preparation for the publication of the program.

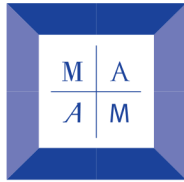
#### VI. **Speaker Registration**

All Building Museums™ Symposium speakers are expected to register at the discounted speaker rate that will be publicized with the preliminary program release. MAAM is unable to provide any financial reimbursement or assistance to speakers who wish to be compensated for travel or hotel expenses.

#### VII. **Request for Session Proposal Outline:**

Please follow the outline below in proposing your session and submit this information to the online form. We advise writing a full draft of the proposal then cutting and pasting text into the online form (link below).

1. **Title:** provide a short, captivating title that describes your session objective(s) and its intended benefits. Please note that MAAM and the Building Museums™ Program Committee reserve the right to edit suggested titles to ensure accuracy and maximum audience interest.
2. **Contact Person:** include the name, pronouns, title, institution or firm, and full contact information of the person submitting this session proposal. Typically, this is the same person who will chair or facilitate the session, but that is not a requirement.
3. **Name of Museum(s) and Location(s).**
4. **Program Abstract:** 250-word or less session description should specify the content of the presentation, how it relates to the Symposium themes/topics, the educational



benefits of the session, the intended audience, and the intended outcomes or takeaways from attending the session.

5. **Learning Objectives:** list at least four learning objectives. A learning objective is an explicit statement of what the audience member will be able to do after attending the session. For example, “attendees will learn to leverage public funding to entice private donors.” This is a requirement which will allow MAAM to offer Continuing Education credits through the American Institute of Architects for attendees.
6. **Alignment with MAAM’s Mission & Values:** Please briefly describe how this session aligns with the values of the Mid-Atlantic Association of Museums as noted on Page 1 of the Call for Sessions and how you plan to include diverse voices within the session.
7. **Photos/Renderings of the Project(s):** provide a select number of images that represent the project that you are presenting. This can be photographs, renderings, architectural plans, or other graphics representing your built or planned project. Please share links to any websites affiliated with the project.
8. **Program Format:** indicate the session type proposed for your session: e.g., case study, panel discussion, round table discussion, or another format.
9. **Speakers:** identify the moderator/facilitator and all proposed speakers including the following information for each: name, pronouns, title, institution, address, email, phone number followed by brief bio describing professional accomplishments (100-words or less) .
10. **Audio/Visual Needs:** MAAM will supply basic A/V support: projector, microphone, and podium. Session speakers are responsible for providing a laptop computer to support digital presentation materials. Please alert us to any special A/V needs.
11. **Handouts/Resources:** Please specify any resources (digital or paper) you might want to distribute as part of your presentation. We highly encourage providing digital resources (including the slide deck) that attendees can refer to after the Symposium.

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