

**Minnesota Alliance of Local History Museums
2018 Annual Meeting Session Proposal**



**Minnesota Alliance of Local History Museums
2018 Annual Meeting and Conference: Call for Presenter Proposals**

Southwest Minnesota State University, Marshall, MN
Wednesday, April 25 and Thursday, April 26, 2018

The Minnesota Alliance of Local History Museums (MALHM) is requesting proposals for session speakers for its 2018 Annual Meeting and Conference. Proposals should be informative, relevant, applicable to the field, and encourage opportunities for participant engagement. In particular, the MALHM is interested in receiving proposals for topics identified by last year's meeting attendees including:

- ❖ 3D printing for museums
- ❖ Alcohol – happy hours, beer and wine in the museum setting
- ❖ Audiences – programming for changing community demographics
- ❖ Board relations
- ❖ Branding
- ❖ Caring for born digital media
- ❖ Creating children's programs
- ❖ Creative programming ideas
- ❖ Developing a successful internship program
- ❖ Developing community outreach programs/events
- ❖ Exhibit development for small museums
- ❖ Evaluation methods, both of individual programs and institution-wide
- ❖ Financial management
- ❖ Fundraising techniques
- ❖ Hiring staff for the first time, other HR issues for museums
- ❖ Historic house maintenance
- ❖ Intellectual property, copyright law
- ❖ Interpretation – creating tours that engage visitors and keep them coming back for more
- ❖ Introduction workshops for emerging professionals and volunteers
- ❖ Marketing and advertising on a budget
- ❖ Social media, publicity
- ❖ Successful membership drives
- ❖ Volunteer recruitment and training

Submitting a Session Proposal

Please complete the attached form outlining your session proposal. Each session should last a minimum of one hour and should include time for questions/answers. Proposals are due by **October 1, 2017**. Completed session proposal forms should be sent to Jill Wohnoutka, MALHM Treasurer, 610 NE Hwy 71, Willmar, MN 56201 or to kandhist@msn.com.

Conference Participants

The MALHM Conference is designed for history museum volunteers, staff, and board members who serve various roles within their organization. Topics on the conference agenda are expected to cover a broad range of work typically found in small- to medium-sized museums.

Questions

If you have any questions about the MALHM's 2017 Annual Meeting and Conference or about this call for presenter proposals, please contact Jill Wohnoutka, MALHM Treasurer, at kandhist@msn.com or at 320-235-1881.

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1. **Session Title** (Please provide a creative title that accurately describes your session):

2. **Session Type** (circle one):

Formal presentation Group discussion Panel Activity/Demonstration

3. **Session description** In 200 words or less, please describe your session as it should appear in the program. Content may be edited for clarity and length.

Information level: Introductory Mid-level Advanced

4. **Learning objectives.** By the end of your session, attendees will be able to:

5. **Presenter information.** Please type the names of all presenters in the following format: name, title, institution, email, phone number

**Minnesota Alliance of Local History Museums
2018 Annual Meeting Session Proposal**

6. **Tech support.** MALHM will provide a microphone, lectern, projector and screen, and a laptop. (Some presenters bring their own laptops for ease of mind that the presentation will run properly.) Please indicate any other technology support that you require.

7. **Special Notes** (Please note here any scheduling needs, room set-up or other support required.)

8. **Handouts.** Will you provide files for your handouts that MALHM can publish online for attendees? (Deadline is March 1.) Yes No

Please note that MALHM attendees overwhelming have stated that they want handouts or other materials that they can take back to their organizations and customize for their needs. Although handouts are not required, we strongly encourage presenters to provide some take-away that can be handed out at the session and/or published online for attendees. Some ideas:

- Handout/Notes version of your PowerPoint presentation
- Page with links for additional resources
- Editable Word templates of forms, sample policies

9. **Promotion.** Please help us promote the conference, as well as you and your organization by providing a photographs that can illustrate your session summary. We publicize sessions via our blog, newsletter and social media, and we can link back to your website, news articles or other material that highlights your work.

- I have attached related jpgs
- I will send related promotional material and/or links to news stories or website.

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2018 Annual Meeting Session Proposal**

Tips for Presenters

Thank you for submitting a session proposal for the 2018 MALHM Annual Meeting and Conference! Please know that our attendees want to hear from their peers in the field, much more than they want to hear from an outside professional with years of public speaking experience. That said, we want you to be comfortable and prepared for your hour in the spotlight. Please see our tips below and do not hesitate to contact us if you have questions.

Presentation planning:

- **Sessions are 75 minutes long.** Plan on about an hour of presentation and activities plus 15 minutes for Q and A.
- **Write a catchy title and description that accurately fits your session.** “If I Get Hit by a Bus: Succession Planning for Small Museums” is better than just “Succession Planning,” for example. Descriptions should be no longer than 200 words because of space limitations in the program.
- **Write objectives for your session to help focus your topics.** By the end of your session, what will attendees be able to do or accomplish?
- **Provide some examples or stories from the field, if possible.** People remember stories much better than a recitation of facts. Attendees appreciate candor and want to know what didn’t work and why as well as success stories.
- Some presentations are perfectly fine with a PowerPoint and a talk, but the most exciting and memorable sessions have been those that provide **hands-on activities or exercises**, such as an ADA session where blindfolded participants tested the accessibility of a house museum or a Disaster Planning session where attendees dealt with water-soaked “artifacts.”

PowerPoint tips:

- Not every presentation needs a PowerPoint.
- **Limit words to key points.** Aim for no more than five lines of type, 30 points or larger.
- **Provide visuals** whenever possible. Photos, graphs, appropriate gifs or even video clips harness the power of PowerPoint much more than a wordy outline.
- You must **cite sources** for material that is not your original work.

Technology:

- **We will provide** a microphone, lectern, projector and screen, and a laptop. Some presenters bring their own laptops for ease of mind that the presentation will run properly. If possible, test your presentation out between 8 and 9 a.m. on either day of the conference. Ask at check-in for assistance. Otherwise, you have 15 minutes between sessions for technology set up.
- Bring your presentation on a **USB stick**.
- **Devise a contingency plan** in case you run into A/V problems during the presentation.

**Minnesota Alliance of Local History Museums
2018 Annual Meeting Session Proposal**

Presentation:

- **Introductions:** introduce yourself briefly and any other speakers or panelists before the session begins.
- **Be heard!** Please face the audience and speak clearly into the microphone. Ask the group at the beginning if your volume level is correct.
- During **Q and A**, please repeat or rephrase the question for the audience before answering.
- Please **do not read directly from your notes** or PowerPoint slides. We're a relatively small group and a conversational style works best.
- **Watch your time** and stay on track. The session monitor will indicate when 10 minutes remain.

Handouts:

- **Handouts are not required but attendees do request them.** MALHM does not print handouts but we will upload them to our website for attendees to print or download.
- **If you have handouts or reference materials, please email a pdf to MALHM Coordinator Marci Matson, marci@minnesotahistorymuseums.org by March 1, 2018.**
- You may provide paper handouts for attendees at your own cost, if desired. We estimate up to 50 people per session (but not all will take handouts).
- Handouts should be 8 ½ by 11 inch format.
- Handouts should be in easy-to-read type, 12 to 14 pt, with space for note-taking.
- Please provide your name and contact information, MALHM 2017 Conference, session date and title, on the cover sheet. You may also provide a logo or other business information on this page, but not on any subsequent pages.
- You must cite sources for material that is not your original work.
- Participants appreciate a list of resources (website links, books, contacts, etc.) for additional study.
- Participants also appreciate templates or documents that they can customize for their own institutions. If you are willing to share, please provide a **Word document that can be edited**. Some presenters prefer to provide generic information while others include their organization's information so they receive recognition for their work.
- Feel free to bring your business cards or brochures or other visual aids.

Photograph and Promotion:

- If possible, **please submit an appropriate photo** for us to include in the program or to use when promoting the conference and your session on social media. For example, if your session is on creating exciting house tours, please include a photo of a successful house tour at your site. You or your organization should own the copyright of the image or make sure that MALHM is granted permission to use it for promotion purposes.

Conference Registration:

- **All speakers must register for the conference** and pay the appropriate registration fee. We will waive the fee if you only attend your own session and do not partake in any food/meals. We do recommend, of course, attending the full session to network with colleagues and learn from your peers.