



VISITOR EXPERIENCE CONFERENCE

Powered by the Visitor Experience Group

RICHMOND VIRGINIA



MOVING FORWARD



VEXGROUP.ORG



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EXPERIENCE RICHMOND TOURS

WELCOME

Welcome to Richmond!

The Visitor Experience Group is proud to bring you the 13th Annual Visitor Experience Conference! This year, we are focused on progressing both as a field and as individuals, with our program crafted around one central question: how can we move forward?

Our host city of Richmond, VA provides a ton of great examples of how cultural institutions can forge ahead. Keynote speaker Devon Henry will touch on this as it pertains to his experience working to remove Confederate monuments across the Southeast. Tuesday's tour of the Valentine Museum will further elaborate on that story. Wednesday's tours of various RVA institutions will showcase how different museums are evolving.

The presenters of VEX24's workshops and sessions are focused on moving forward as well. One session in each block and two workshops are focused on accessibility and inclusion. As always, we have sessions focused on new ways of collecting and analyzing data, improving staff engagement, and implementing innovative new programs.

We hope that you have a fantastic experience at this year's conference. Along with engaging content, we have plenty of opportunities for socializing and networking, allowing us to learn and grow together as cultural, tourism, and hospitality professionals. Thank you all for joining us in Richmond, and don't miss the VEX25 announcement on Monday afternoon!



VEX TEAM

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Tiffany Allen
Kyle Porter Avery
Mark Baird
Kyle Cantarera, Vice President

Cindy Helmstetter
Mandi Magnuson-Hung
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MEMBERSHIP

The VEX Group has a growing international database of professionals, all who have an interest in furthering the Visitor Experience in non-profit arts and culture organizations. The time has come to connect this group even further as VEX Members.

As an VEX Member, you will:

- Be among the first to learn about visitor experience trends.
- Get access to resources that will help you perform your job better and build your reputation as a VEX professional, including access to a global network of industry leaders.
- Expand your network of colleagues who face the same challenges you do and can help you find solutions.
- Advance your knowledge and career by taking advantage of a wide range of year-round professional development opportunities.

Service - \$25

- Access to the VEX forum
- Invitations to local events to connect with fellow VEXperts
- Alerts to professional development opportunities
- Discounts on VEX Ed Webinars

Engagement - \$55

- All Service Level benefits
- Discounted admission on all events, including conference events and workshops

Experience - \$100

- All Service and Engagement Level benefits
- One resume review annually
- One annual one-on-one consultation

Organization - \$100

- All Service Level benefits for 5 individuals at a single organization

Join Today

GO GREENER

GREEN TIPS FOR VEX24

- Bring a refillable water bottle & coffee cup
- Save this program file on your mobile device instead of printing
- Don't ride/drive alone – get together with fellow attendees for car trips/ride shares
- Use public transit for getting around the region

GREEN TIPS FOR MUSEUMS

- Put several clearly marked recycling containers around public spaces
- If you have food service, start composting and have compost bins in the dining area
- Encourage use of digital maps and guides
- Serve as a recycling hub – host textile, e-waste, and other recycling collection events
- Ensure any landscaping is comprised of native plants
- Turn off electronics at the end of the business day
- Organize a carpool



Supporting Sustainable Tourism

NET ZERO EMISSIONS CERTIFICATE



Visitor Experience Conference

October 21-23, 2024 at the
Science Museum of Virginia
Richmond Downtown



VISITOR
EXPERIENCE
GROUP



Thanks to the financial support of **Richmond Region Tourism**, the **Virginia Green Travel Alliance** has purchased Carbon Offsets from **Terrapass**, a company that directly supports the development of renewable energy projects such as Wind, Solar & Biomass capture. The projects supported by Terrapass produce zero emissions energy that replaces energy produced by traditional sources that generate greenhouse gases.

Using a carbon calculator, the greenhouse gas emissions produced from travel, commuting, energy and water use by the venue and food & beverage services were calculated so that the event theoretically generated “net zero emissions”.

50 Metric Tons of Carbon Offsets

were purchased to negate the estimated greenhouse gases produced by holding this conference.



The Virginia Green Travel Alliance is a 501c3 non-profit working to promote sustainable practices in Virginia's hospitality industry.

Join the Visitor Experience Group Team!

Committees

Audience Engagement

DEAI, VEX Ambassadors, & regional groups

Communications

Marketing, promotion, & themes

Development

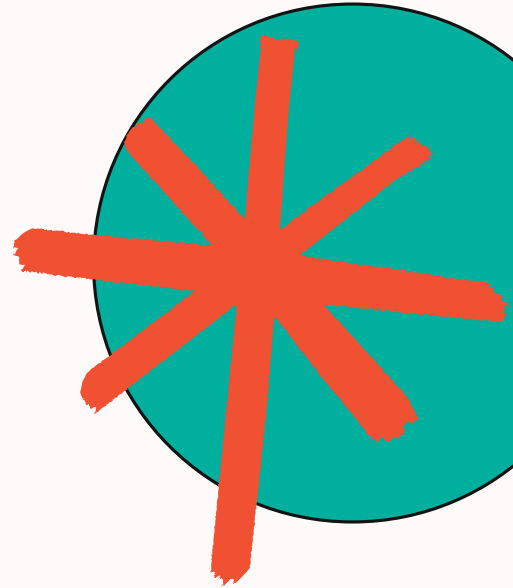
Fundraising & sponsorships

Operations

Logistics & events

Programming

Conference presentations



Mission

To provide leadership, support, development, and encourage collaboration in the areas of Guest Services, Audience Engagement, and Operations.



DAY 1 OVERVIEW

For those of you arriving Sunday to hit the ground running on Monday, we invite you to join us for the Welcome to Richmond Dine-Arounds!

Here's how the Dine-Arounds work:

- Meet in the lobby of the Richmond Marriott at 5:30 PM
- The VEX team will be splitting up to go to different restaurants for dinner, all within strolling distance of the hotel
- Choose your destination - you can base your decision on the menu, the members of the VEX team going, the distance from the hotel, etc.
- Head over to the restaurant
- Enjoy dinner and conversation with members of the VEX team and your fellow attendees
- Each person will cover their own dinner and drinks




We will also have the VEX24 Registration Table open in the lobby of the Richmond Marriott from 4-5:30 PM.



DAY 2 OVERVIEW


Session Block 1

9:00 – 9:45 a.m.

- Let's Raise the Woof! (Welcoming Service Animals) – Gallery 1 
- Innovation in Action: Interactive Experiences Reshaping Museums and their Communities – Gallery 2
- Timed Tickets: A case study of 3 SFMOMA Exhibitions – RF&P Forum

Session Block 3

2:00 – 3:00 p.m.

- Culture Keepers: Fostering Inclusive Museums Through Staff Accommodation – Gallery 1 
- Monumental Feedback – Gallery 2
- Maximizing Experiences While Boosting Revenue: Strategies for Success – RF&P Forum


Welcome

10:00 a.m. – Welcome to VEX24

10:15 a.m. – Keynote Address with Devon Henry – Gallery 2

Session Block 2

11:30 a.m. – 12:30 p.m.

- Practicing Inclusivity – Gallery 1 
- Unlocking the Power of Internal Public Safety – Gallery 2
- A Weeknight at the Museum or Attraction! (Building Loyalty and Revenue through Corporate Events) – RF&P Forum

Session Block 4

3:15 – 4:15 p.m.

- Strategic Accessibility Planning – Gallery 1 
- Summer of Space: How Three Museums Used Space Travel to Engage Diverse Audiences – Gallery 2
- Do Not Trust your Guest Experience Team! – RF&P Forum

Closing

4:15 – 4:30 p.m.

- Gallery 2

Lunch

12:30 – 2:00 p.m.

See options on next page

Monday Conference Party

5:00 – 7:00 p.m.

- Three Notch'd Brewing
- \$65 ticket includes Tex-Mex bites and an open bar.



Sessions marked with the VEX icon are part of the Accessibility Track

HOST MUSEUM



Science Museum of Virginia

2500 W Broad Street
Richmond, VA 23220

Restrooms

Restrooms are located in the Dewey Gottwalt Center, where most sessions are located. See the [Museum Map](#) for locations.

More Information

Need a calm space? Head to the museum's Quiet Zone. Check out SMV's [Accessibility Page](#)

Parking

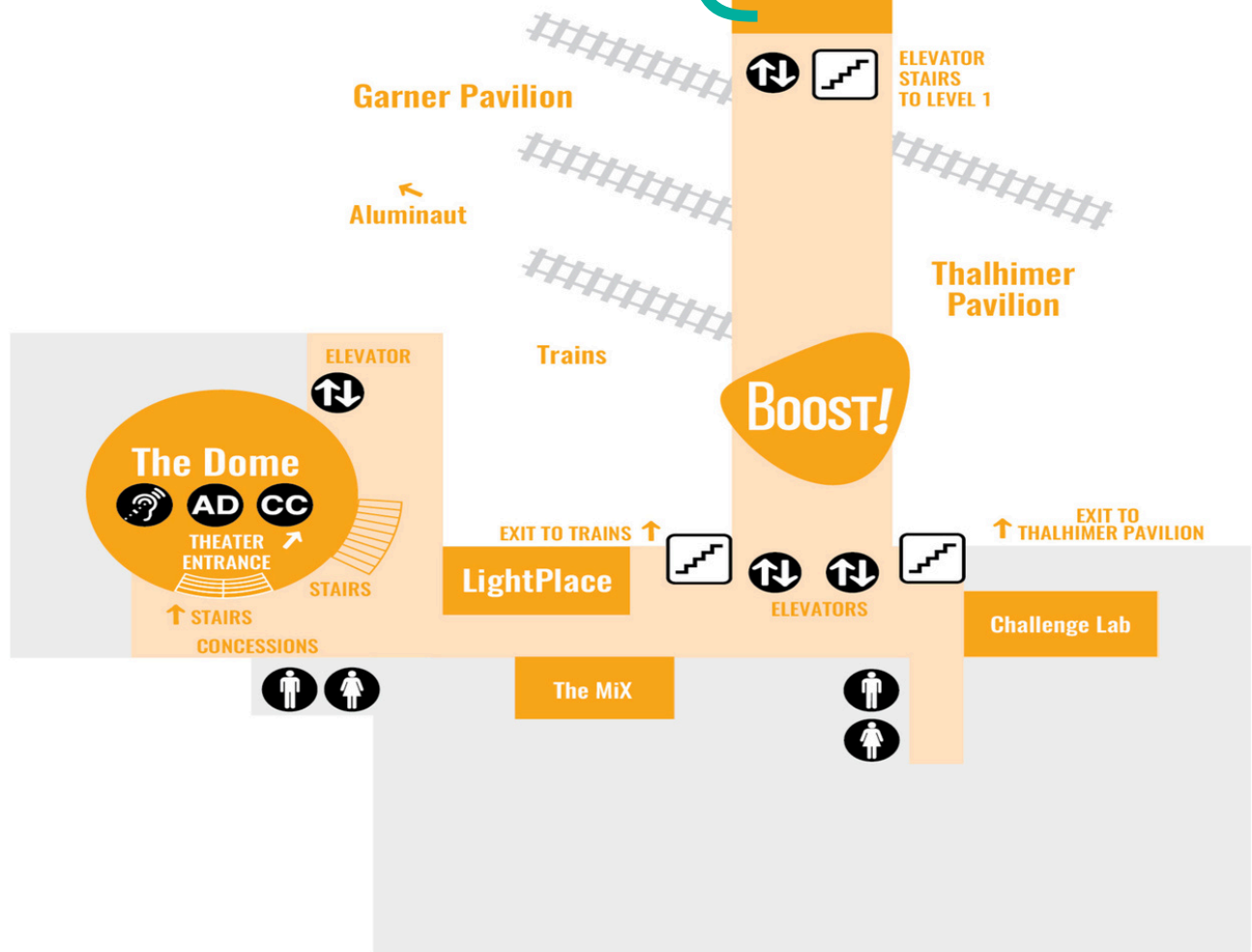
Science Museum parking is ample and free. Guests should park in the deck located directly beside the Science Museum. Guest drop-off and pickup is allowed at the main entrance. The building has an automated doorway to the far right at the Science Museum's main entrance.

Getting There

The free Pulse bus stops at both the Richmond Marriott and the Science Museum of Virginia. The Richmond Marriott also offers a free shuttle that can take you to SMV.

Dewey Gottwalt Center

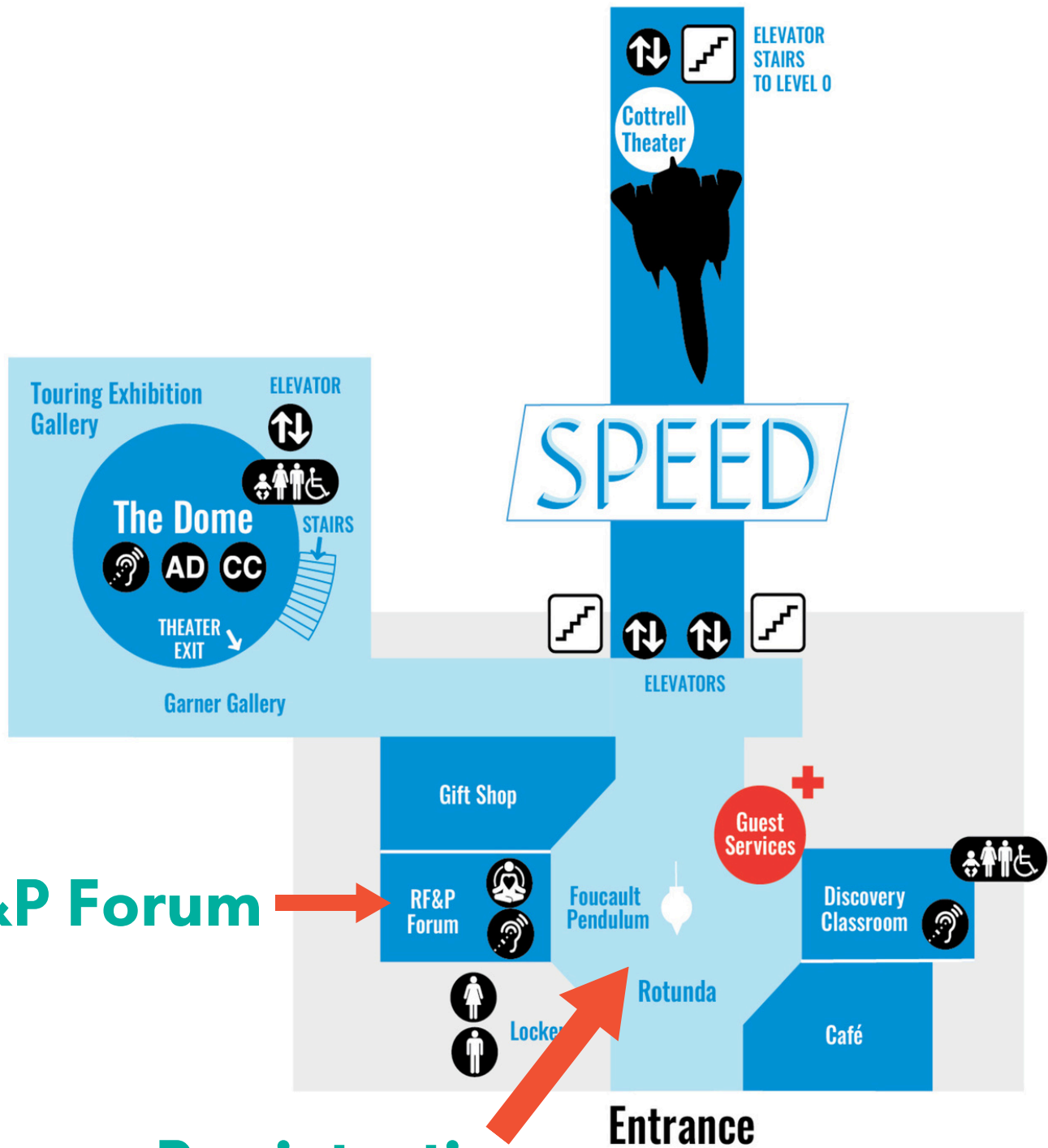
Gallery 1, Gallery 2,
Snacks, Sponsors



- Wellness Room
- Assistive Listening System
- Audio Description
- Closed Captioning
- Stairs

0

Level Zero

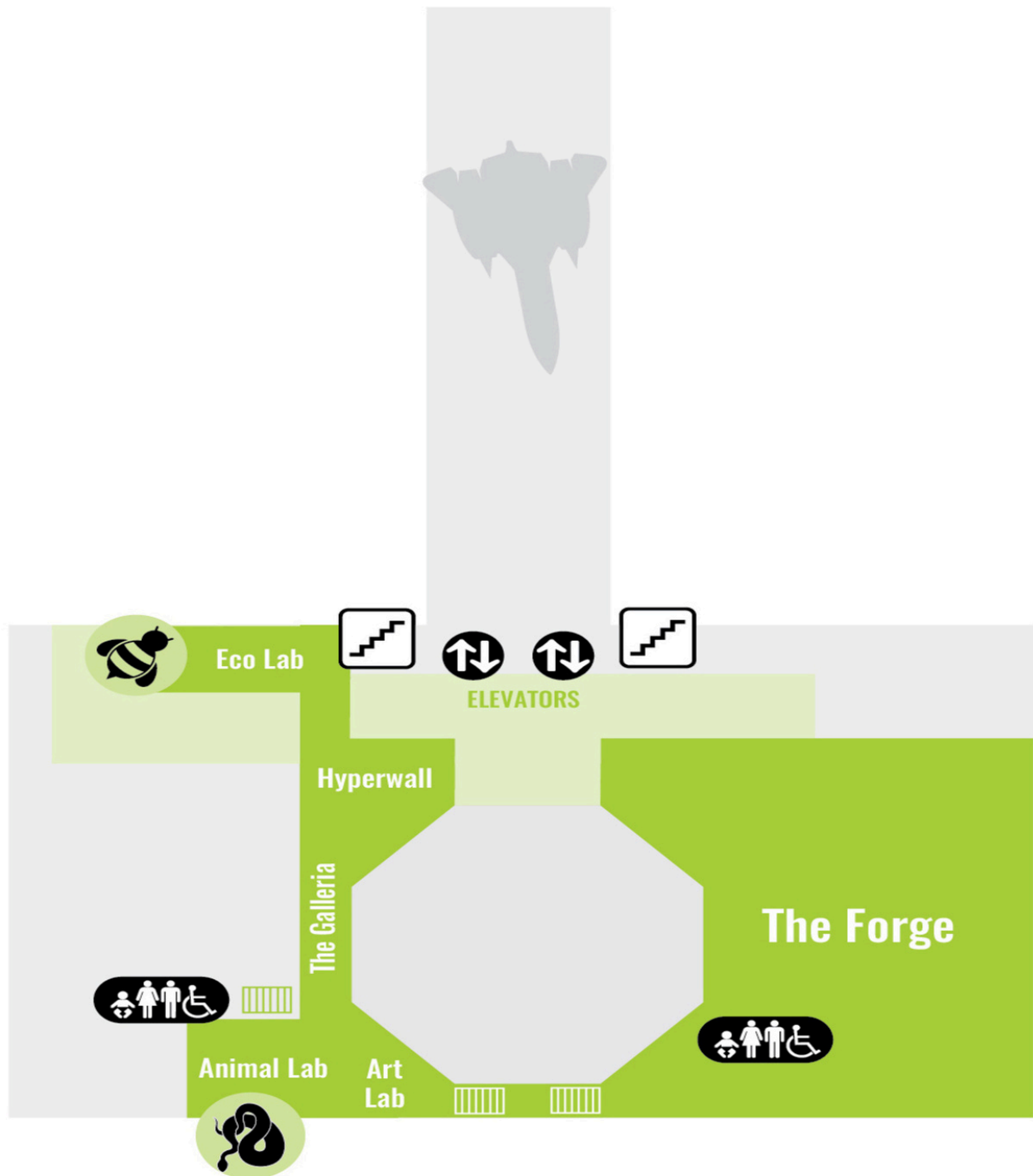


RF&P Forum

Registration

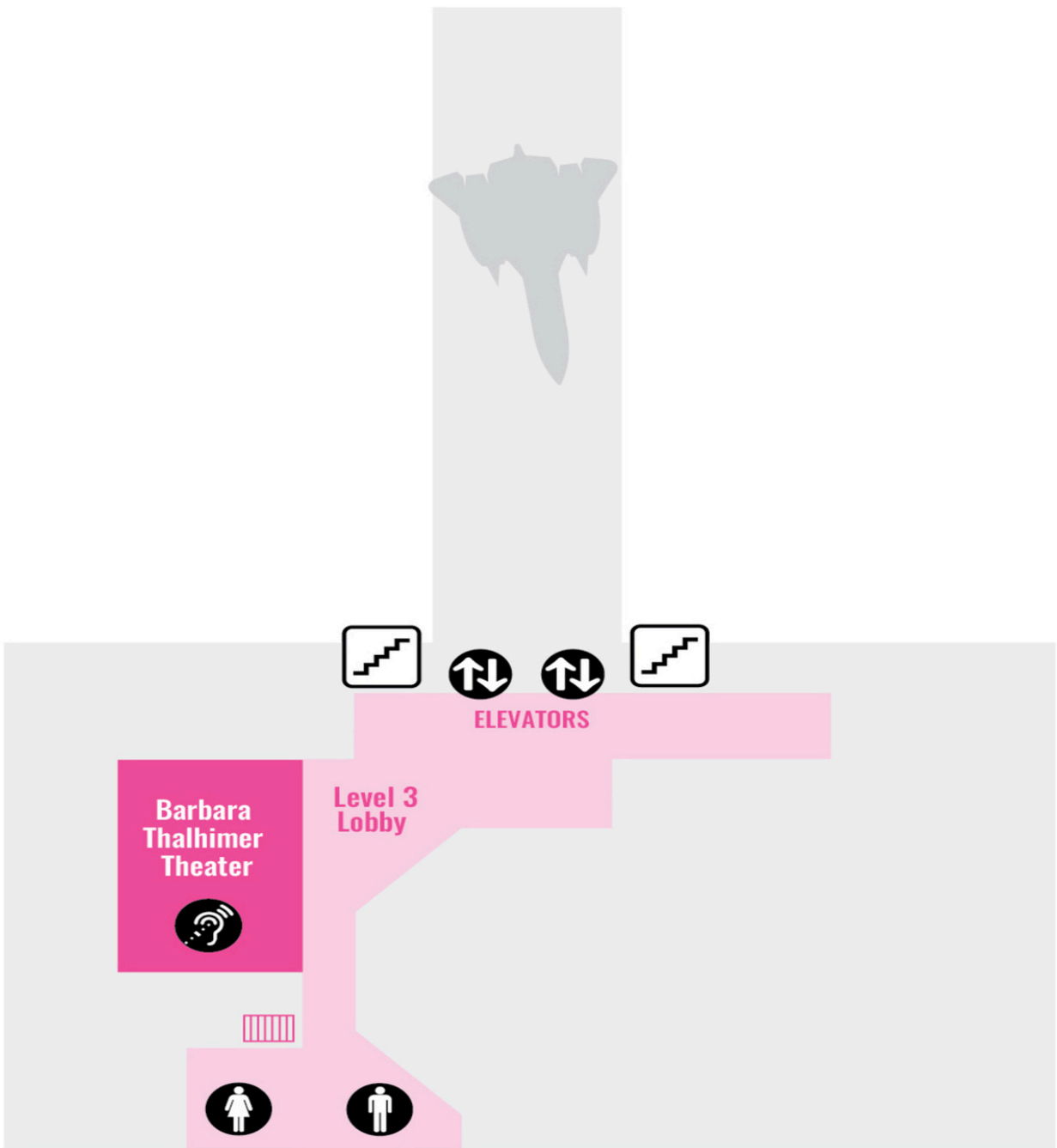
1

Level One



2

Level Two



3

Level Three

SESSION BLOCK

1

Snack Sponsor:



Snack Sponsor:



Let's Raise the Woof!

(Welcoming Service Animals)



Gallery 1



Dani Rose

Managing Director
Art-Reach

Nae Vallejo

Project Director
Art-Reach

Roady

Service Animal
Art-Reach

Welcoming Service Animals into your cultural site upholds the rights of people with disabilities who require Service Animals for public access, services, and alerts. Learn directly from a Service Animal Handler practical customer service tools for crafting and upholding appropriate Service Animal policy as well as staff training methods.

Takeaways

- Learn the rights of Service Animal Handlers, and the requirements of the ADA.
- Direct perspective of person with a disability who uses a Service Animal for Public Access, including roles, tasks and alerts.
- How to develop policies, practices, and procedures to welcome and protect Service Animals at your site.

Tags:

Accessibility, Service
Animals, Training

Let's
Raise
the Woof!



9:00 - 9:45 A.M.
Mon 10/21



Welcoming
Service Animals

Innovation in Action: Interactive Experiences Reshaping Museums and their Communities



Gallery 2



Mia David

Integrated Marketing
Manager
Goosechase

Alyshahn Kara- Virani

Co-Founder and CRO
Goosechase

Katrina Pisani

Lead Staff Scientist,
New Audiences &
Research
Science North

Want to level up both your staff and visitor experience? Science North, Northern Ontario's most popular tourist attraction, shares how implementing interactive visitor experiences have made a serious impact on their educational goals, community engagement, and bottom line.



Takeaways

- Designing Engaging Experiences: How to conceptualize and implement interactive challenges that are both educational and enjoyable.
- Data-Driven Decision-Making: Utilizing visitor engagement data to inform program development and exhibit design.
- Funding and Support: Leveraging the success of interactive experiences to secure funding and support for future initiatives.

Tags:

Interactive Experiences, Technology, Data

Timed Tickets:

A case study of 3 SFMOMA Exhibitions

Brianna Jilson

Visitor Experience Manager
San Francisco Museum of
Modern Art

Join SFMOMA in reviewing timed tickets used for 3 recent exhibitions; Diego Rivera, Yayoi Kusama, and The Visitor's. Dive into all the logistics and review benefits, challenges, setting capacities, logistics prep, messaging, and more!

Takeaways

- Planning for timed ticket usage.
- Potential challenges of timed tickets and how to get ahead of them.
- How to prepare staff for timed ticket exhibitions.



Tags:
Timed Ticketing, Special
Exhibitions

KEYNOTE



Gallery 2



Devon Henry

CEO & President
Team Henry
Enterprises, Inc.
devonhenry.com

Devon Henry is a successful entrepreneur- managing a portfolio of companies in construction and logistics. With over 20 years of leading and building organizations, he is currently the CEO & President of Team Henry Enterprises, LLC, a nationally recognized contracting enterprise based in Richmond, VA. Devon has become the premier “go-to” professional for the removal and relocation of massive 19th-century bronze sculptures. His company was hired to remove over 23 Confederate statues across the Southeastern U.S.

Devon Henry has been featured in Fortune Magazine, Black Enterprise, Yahoo Business and most recently, on the cover of The New York Times and Washington Post. He has appeared on MSNBC, CNN, NBC Nightly News and several other national media outlets and podcasts.

Devon received his BS in Biology from Norfolk State University, where he was elected as a Distinguished Alumni in 2013. He has received Executive Education from The University of Richmond, Robbins School of Business, Tuck Business School at Dartmouth, and the Kellogg School of Management at Northwestern. Committed to giving back, Devon created an endowment at Norfolk State University that provides scholarships to in-bound NSU students majoring in STEM-related fields.

SUPPORT GUEST SERVICES
BY CAPTURING THE VOICE
OF YOUR CUSTOMER DAILY!



THE LABOR SAVINGS YOU DIDN'T KNOW EXISTED

EVERY ATTRACTIONS DREAM



ABOUT OUR PRODUCT

We consolidate all your social media reviews and survey data into a centralized dashboard. This information is then delivered to you daily through email and mobile notifications, saving you valuable time and providing you with immediate insights into what your customers are saying

4 (of many) ways Tatvam Works For You!

Low Rating Notification



Imagine a disappointed guest completes a survey with a 1-star rating and your manager receiving a push notification to their phone about it. They can then try to approach the guest while still on property to help resolve the issue in person.

Tatvam Daily



How much time does your team spend jumping from one review site to another watching your reviews? Tatvam Daily can send your team that information each morning for quick visibility before they even get out of bed.

Feedback Campaigns



How does your team currently gather customer feedback while ensuring confidentiality? Tatvam allows users to conduct surveys and collect feedback securely, keeping reviews confidential.

VOC Dashboard



Imagine a detailed report of every customer feedback metric in an easy to understand & user intuitive view that you can share with anyone for easy decision-making. Save time, money and effort with our most popular VOC Dashboard



Phone :

610.233.6257



Visit our booth or reach out following the show

www.tatvaminsights.com

jamie.flaherty@netserv-appl.com



**Looking to complicate your life with
multiple tools for your museum?**

With Veevart you have all-in-one hand

SESSION BLOCK



Snack Sponsor:



Snack Sponsor:



Practicing Inclusivity



Gallery 1



Kendall Chandler

Education Coordinator

Virginia Museum of Contemporary Art

AJ France

Partnerships Manager, Autism + PTSD Self Advocate

KultureCity

This session will uncover helpful, readily available reference materials for inclusive exhibition and space design, discuss ways to equip your front-line staff with skills, materials and information that will make every guest feel welcome, and empower attendees to lead the charge in fostering inclusivity at their respective institutions.



Takeaways

- Know
 - Participants will have a greater understanding of inclusivity as well as what inclusivity looks like in a museum or public institution.
- Feel
 - Participants will feel equipped and empowered to get started on creating a more inclusive museum space.
- Do
 - Participants will move forward as a well-informed advocate for practicing inclusivity and furthering DEAI goals at their institution.

Tags:

Inclusion, Accessibility, Training

Unlocking the Power of Safety & Service



Gallery 2



Erica von Schenk

Associate Director of
Visitor Experience
Columbia Museum of Art

Katie Chandler

Visitor Experience Manager
Columbia Museum of Art

Robert Parrett Jr.

Guest Operations Manager
Mt. Cuba Center

This session will outline how two institutions, Mt. Cuba Center in Delaware and the Columbia Museum of Art in South Carolina, instituted a significant cultural shift related to how they handle public safety. Representatives from both organizations will provide context as they unveil the evolution towards a more robust and effective safety and security framework while navigating the challenges, pitfalls, and resistance to change.

Takeaways

- Work across departments to achieve staff buy-in.
- Seven big advantages to internal public safety staffing models.
- Techniques to support your frontline team while building morale.

Tags:

Security, Training,
Navigating Change



MON 10/21 11:30 A.M. - 12:30 P.M.

**UNLOCKING
THE POWER
OF SAFETY
AND SERVICE**

A Weeknight at the Museum or Attraction! (Building Loyalty and Revenue through Corporate Events)



Bob Pacanovsky

Speaker & Chief Hospitality Officer

The Black Tie Experience

Do you consider your Museum or Attraction a Unique Venue? If not, you should, as you have a great opportunity to enhance or increase revenue for your organization. The challenge though is that you need to speak the language of companies. If you can, you will build loyalty and revenue for your organization.



Takeaways

- Identifying six goals that meeting planners have when working with you.
- Speaking the language of companies to attract and retain more of their meetings/events.
- Thinking like your competition...it's not whom you think.
- Working smarter with sales prospecting, follow-ups, and closing.

Tags:

Private Rentals, Revenue

LUNCH OPTIONS

The options listed below are all located within strolling distance of the Science Museum of Virginia for your lunch on Monday. The lunch break begins at 12:30 and ends at 2:00 p.m.

- Chicken Fiesta Downtown
 - Rotisserie Chicken & Tex-Mex
 - 2311 W Broad St, Richmond, VA 23220
 - 0.1 mile stroll – appx. 4 minutes
 - [Menu](#)
- En Su Boca
 - Tex-Mex
 - 1001 N Arthur Ashe Blvd, Richmond, VA 23230
 - 0.3 mile stroll – appx. 7 minutes
 - [Menu](#)
- Lunch.Supper!
 - Southern Smokehouse
 - 3023 W Marshall St, Richmond, VA 23230
 - 0.6 mile stroll – appx. 13 minutes
 - [Menu](#)
- Gus Bar & Grill
 - American Pub Fare
 - 2701 W Broad St, Richmond, VA 23220
 - 0.2 mile stroll – appx. 4 minutes
 - [Menu](#)
- Fat Dragon Chinese Kitchen and Bar
 - Traditional Chinese with a Modern Twist
 - 1200 N Arthur Ashe Blvd, Richmond, VA 23230
 - 0.5 mile stroll – appx. 11 minutes
 - [Menu](#)
- Whole Foods Marketplace
 - Buffet
 - 2024 W Broad St, Richmond, VA 23220
 - 0.4 mile stroll – appx. 8 minutes



SESSION BLOCK

3

Snack Sponsor:



Snack Sponsor:



Culture Keepers: Fostering Inclusive Museums Through Staff Accommodation



Gallery 1



Amelia Hoskins

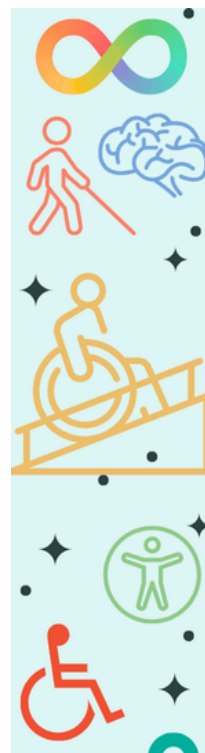
Informal Educator and Disability Advocate
Visitor Experience Group

Explore the critical nexus between staff accommodation and museum success in this session. Learn practical strategies to foster an inclusive environment that nurtures your team's diverse needs. Discover how prioritizing staff well-being enhances creativity, productivity, and ultimately, the visitor experience.

Takeaways

- Understanding the importance of staff accommodation in fostering an inclusive museum environment.
- Practical strategies for implementing accommodations that meet the diverse needs of museum staff.
- Insights into how prioritizing staff well-being can positively impact creativity, productivity, and ultimately, the visitor experience.

Tags:
Accessibility, Staff
Engagement



CULTURE KEEPERS

Fostering Inclusive
Museums Through
Staff Accommodation

MON 10/21 2:00 - 3:00 p.m.

Monumental Feedback



Gallery 2



Christina Keyser

Vida Elise H. Wright Curator
of General Collections
The Valentine Museum

Sophia McCrimmon

Visitor Services & Volunteer
Programs Manager
The Valentine Museum

Liz Reilly-Brown

E. Claiborne Robins, Jr.
Director of Education &
Engagement
The Valentine Museum

In 2022, the Valentine Museum installed the statue of Jefferson Davis pulled down from Richmond's Monument Avenue. In 2024, the museum opened a new exhibit, *Sculpting History: Art, Power, and the 'Lost Cause' American Myth*. This session explores the visitor feedback methods and response patterns from these two installations.



Takeaways

- Different visitor feedback methods produce different responses.
- Displaying visitor feedback encourages additional feedback.
- Different audiences prefer different feedback methods.

Tags:

Visitor Feedback, Challenging Topics

Maximizing Experiences While Boosting Revenue: Strategies for Success

**Michael Culler**

VP of Sales
ACME Ticketing

David Perry

Solutions Consultant
Humanitru

Paul Serignese

VP of Sales
Humanitru

Explore innovative strategies to use visitor data and data analysis to diversify attendance, enhance memberships, and enrich visitor experiences. Learn best approaches to tailor memberships, offer exclusive access, and foster community engagement. Gain valuable insights from your database to maximize impact.

Takeaways

- Learn innovative strategies to diversify attendance and enhance membership models.
- Discover how tailored memberships elevate visitor experiences and foster community engagement.
- Gain practical tips to create memorable experiences and deepen connections with diverse audiences.

Tags:

Data Analysis, Membership



MAXIMIZING EXPERIENCES WHILE BOOSTING REVENUE: STRATEGIES FOR SUCCESS



Humanitru

MON 10/21
2:00 - 3:00 P.M.



SESSION BLOCK



Snack Sponsor:



Snack Sponsor:



Strategic Accessibility Planning



Gallery 1



Dani Rose

Managing Director
Art-Reach

Interested in increasing Accessibility and Inclusion at your organization? Well, then, as Beyonce says "Let me upgrade you!" Intentional diversity, equity, inclusion, and access initiatives require intentional planning. Guided by the disability rights phrase 'nothing about us, without us' inclusion work must center the disability community. Recognizing it's hard to know where to begin, the Art-Reach consulting team will guide participants through their process of creating a strategic accessibility plan.

Tags:

Inclusion, Accessibility,
Strategic Planning

Monday 10/21 3:15 - 4:15 p.m.

STRATEGIC ACCESSIBILITY PLANNING



Takeaways

- First, participants will learn how to gain buy-in across their organization by prioritizing access and inclusion.
- Then, we will give practical assessment techniques for any level of accessibility knowledge.
- And finally, we will share helpful hints for creating an ambitious yet attainable strategic accessibility action plan and funding plan, with examples of successful implementation.

Summer of Space: How Three Museums Used Space Travel to Engage Diverse Audiences



Gallery 2



Timshel Purdum

Virginia C Ellet Deputy
Director of Education
Science Museum of Virginia

Maggie Creech

Director of Education
The Virginia Museum of
History & Culture

Sarah Moseley

Director of Development &
Marketing
The Children's Museum of Richmond

In the summer of 2023, three Richmond area museums realized that they were all coincidentally hosting exhibitions focused on space travel. In a moment of creative collaboration, members from each institution's marketing, education, & programming teams focused on creating a "Summer of Space" that highlighted ways each exhibition could serve different interests & members of the community. Participants in this session will learn about ways to work collaboratively with other institutions and how to view one topic from a variety of angles.

Takeaways

- Know
 - The history behind the "Summer of Space" in the Richmond community during summer 2023, as well as learn a little about different ways to approach one area of subject matter.
- Feel
 - Energized to approach their marketing & educational efforts through a variety of lenses.
- Do
 - Initiate more collaborative efforts with the community around them.

Tags:

Programs, Collaboration



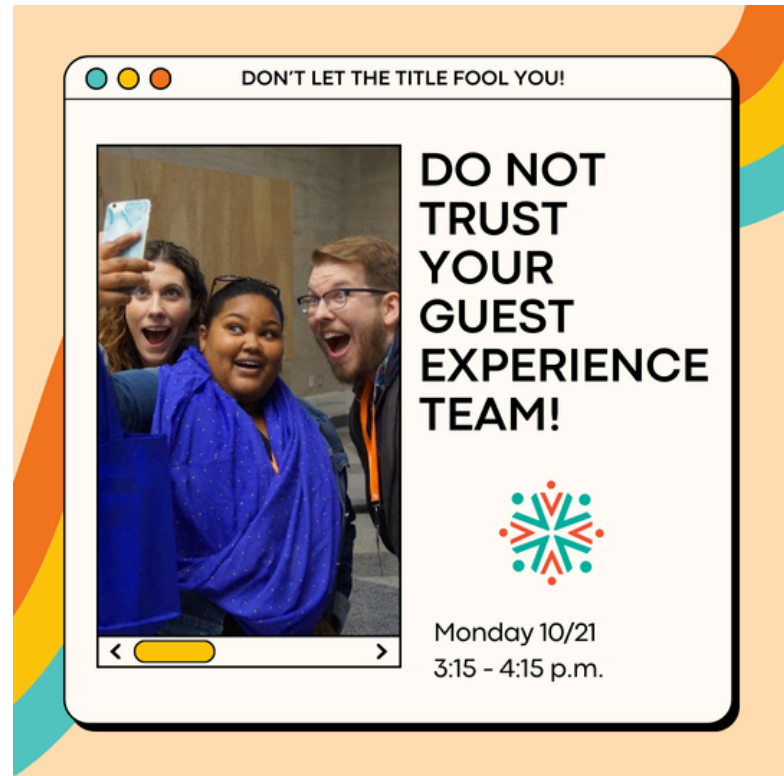
Do Not Trust your Guest Experience Team!



Jamie Flaherty

VP of Business Development and Marketing
Net-Serv

Don't let the name fool you, we love GX teams and this session is designed for organizations to better support and hear what you are saying. It is centered around the importance of using technology to collect as many data points as possible to support what you are saying to your organizations. With guest feedback coming from word of mouth to staff, post visit surveys, onsite surveys, annual member surveys, online posts, tweets, instas, TikToks, carrier pigeons, and who knows what else these days it is a daunting task to make sense of it all.



Takeaways

- Using tech to analyze data.
- Collecting feedback from multiple data points.

Tags:
Data, Feedback

VEX24 PARTY

Three Notch'd Brewing Company

- 5:00 – 7:00 p.m.
- 2930 West Broad Street Richmond, VA 23230
- Transportation Options:
 - Free Pulse Bus
- Ticket includes
 - Open Bar
 - Tex-Mex appetizers
 - Battledecks



- [What the heck is Battledecks?](#)



DAY 3 OVERVIEW

We are spending an entire day at the Valentine Museum with workshops, a tour, time to enjoy the museum, and a garden party! The Valentine is a few blocks away from the Richmond Marriott, accessible via a short stroll or using the hotel shuttle.

- 9:00 – 10:30 a.m.
 - Queering Museums – Multipurpose Room
- 11:00 a.m. – 12:30 p.m.
 - The “Big 4” to creating more storytellers for your organization! – Classroom
 - We are the (Access) champions! Best practices for Customer Service and Accessibility – Multipurpose Room
- 12:30 – 2:00 p.m.
 - Lunch – see options on the next page
- 2:00 – 3:30 p.m.
 - Seize the Dice: Museum and Visitor Experience with Role-playing Games – Classroom
 - Moving from Awareness to Action/ Equity Action Continuum – Multipurpose Room
- 3:45 – 4:30 p.m.
 - Guided tour of the Valentine Museum
- 4:30 – 6:30 p.m.

Water generously provided by:



LUNCH OPTIONS

The options listed below are all located within strolling distance of the Valentine Museum for your lunch on Tuesday. The lunch break begins at 12:30 and ends at 2:00 p.m.

- Buttermilk & Honey
 - Fried Chicken
 - 415 E Grace St, Richmond, VA 23219
 - 0.6 mile stroll - appx. 14 minutes
 - [Menu](#)
- Lillie Pearl
 - Southern African American Cuisine
 - 416 E Grace St, Richmond, VA 23219
 - 0.6 mile stroll - appx. 14 minutes
 - [Menu](#)
- Secret Sandwich Society
 - Sandwiches
 - 501 E Grace St, Richmond, VA 23219
 - 0.5 mile stroll - appx. 13 minutes
 - [Menu](#)
- Wong Gonzalez
 - Asian & Latin
 - 412 E Grace St, Richmond, VA 23219
 - 0.6 mile stroll - appx. 14 minutes
 - [Menu](#)



WORKSHOPS

Tuesday, 10/22 at the Valentine Museum

Queering the Visitor Experience

Multipurpose Room: 9:00 – 10:30 am

In this workshop participants will learn about the American LGBTQ+ Museum and their approach to developing a queer-friendly visitor experience ahead of opening their first home in a new wing at the New-York Historical Society. Together we will brainstorm ways to support queer visitors and their families in our institutions at a time when LGBTQ+ rights and visibility are under attack.



Ben Garcia, Executive Director,
American LGBTQ+ Museum

WORKSHOPS

Tuesday, 10/22 at the Valentine Museum

The “Big 4” to creating more storytellers for your organization!

Classroom 11:00 am – 12:30 pm

What steps are you taking to have your customers and employees think of your organization as “their favorite”? It starts with implementing “The Big 4” to deliver that Black Tie (or first-class) Customer Service Experience. You’ll learn why most people forget about good service but always remember the hospitality shown to them.

- Bob Pacanovsky, Speaker & Chief Hospitality Officer, The Black Tie Experience



We are the (Access) champions! Best practices for Customer Service and Accessibility

Multipurpose Room 11:00 am – 12:30 pm

Customer Service is the first touchpoint of connectivity our guests have with our cultural experiences. How can we ensure that our policies, practices, and procedures make welcoming the community of people with disabilities a priority? By being Access Champions! This interactive session will help you discover your organizations obligations in the ADA as well as best practice for outrageous customer service and intentional inclusion.

- Dani Rose, Managing Director, Art-Reach
- Alex Boyle, Director of Programs, Art-Reach

WORKSHOPS

Tuesday, 10/22 at the Valentine Museum

Seize the Dice: Museum and Visitor Experience with Role-playing Games

Classroom: 2:00 – 3:30 p.m.

Join Whitney Zahar as she guides a lively discussion on her experiences researching the relationship of visitor experience, museum programming, and fantasy role-playing games.

- Whitney Zahar, Museum Professional

Moving from Awareness to Action/ Equity Action Continuum

Multipurpose Room: 2:00 – 3:30 p.m.

The Action Continuum framework helps participants distinguish between behaviors that work against equity and those that support equitable and inclusive environments. Through this workshop, participants will be able to reflect on their institution and how they currently stand up to inequities. They will also consider how they would like individuals and institutions to address disparities and what it takes to stand up to them, both in the moment and over the long term.

- Jacqueline Johnson, Director of Professional Development, Virginia Center for Inclusive Communities



TOUR & HAPPY HOUR

Valentine Museum

- 3:30 – 6:30 p.m.
- 1015 E Clay St, Richmond, VA 23219
- Schedule:
 - 3:45 p.m. – Guided tour and Q&A with Valentine staff
 - 4:30 p.m. – Happy Hour and self-guided museum exploration
 - 6:30 p.m. – Event ends
- Your ticket includes:
 - Tour
 - Museum Admission
 - Hors d'oeuvres by [Kocina Leona](#)
 - Open Bar



DAY 4 OVERVIEW

Experience Richmond Track A

- 8:00 a.m.
 - Meet in lobby of Richmond Marriott
- 8:15 a.m.
 - Trolley departs
- 8:30 a.m.
 - American Civil War Museum
- 10:00 a.m.
 - Board trolley
- 10:15 a.m.
 - Institute of Contemporary Art
- 11:15 a.m.
 - Board Trolley
- 11:30 a.m.
 - Virginia Museum of Fine Arts
- 1:00 p.m.
 - Board trolley
- 1:30 p.m.
 - Return to Richmond Marriott



Experience Richmond Track B

- 8:00 a.m.
 - Meet in lobby of Richmond Marriott
- 8:15 a.m.
 - Trolley departs
- 8:30 a.m.
 - Institute of Contemporary Art
- 9:45 a.m.
 - Board trolley
- 10:00 a.m.
 - Children's Museum of Richmond
- 11:10 a.m.
 - Board Trolley
- 11:30 a.m.
 - American Civil War Museum
- 1:00 p.m.
 - Board trolley
- 1:30 p.m.
 - Return to Richmond Marriott



PRESENT AT VEX25

Inspired by today's sessions? Have an idea for next year's conference? Click the button below and submit your session idea for VEX25 today!

SUBMIT

IDEAS FROM PAST ATTENDEES

- Green Energy
- Maintaining employee morale
- Cross-cultural relationship building
- Focus on small institutions
- Accessibility
- Leadership skills
- Managing up
- Connecting team to mission
- Accessibility for staff
- Dealing with difficult visitors
- Volunteer recruitment
- Analyzing visitor data
- Career development
- Staff engagement
- Operations
- Advocating for DEAI initiatives

