



What are you doing after the Visitor Experience Conference?

- A) Having a drink with the cool cats I met at the conference.
- B) Enjoying happy hour snacks at 2nd Story Brewing.
- C) Laughing hysterically at Battledecks.
- D) All of the Above.



VISITOR EXPERIENCE CONFERENCE

Powered by the Visitor Experience Group



The Culture of Collaboration

October 9-11, 2016

Philadelphia, PA

visitorexperienceconference.com

Welcome and Thank You

More on Our Mobile App:

Welcome to the 5th Annual Visitor Experience Conference!

Dear Colleagues,

On behalf of your conference organizers, we would like to welcome you to Philadelphia and the 5th annual Visitor Experience Conference.

Reflecting on our 5th year, this conference, which started as a small local symposium has grown to encompass attendees from across the nation and across the pond. It is a collaboration of peers and colleagues from large and small museums who value the idea of a conference entirely dedicated to discovery and review of best practices in the visitor experience field. Finding a place for visitor experience professionals to meet, collaborate, learn, and share has been an extraordinary journey. One that leaves me continually impressed with the time you invest and the work that you do. I hope you have found and continue to find inspiration in this convening.

As our theme of collaboration pervades, we additionally hope you will explore and reflect on this premise as it can be the key to successfully engaging visitors by widening outreach, saving funds, engaging new colleagues, or deepening impact. Lastly, we hope you will engage in thoughtful conversations, lively discussions and workshops, and most-importantly, engage with your peers.

I am excited to see you all in Philadelphia. Enjoy VEC 2016!

Nicole Krom
Chair, Visitor Experience Group

Visitor Experience Group

Nicole Krom, Tiffany Allen, Kyle Cantarera, Daniel Corti, April O'Brien,
Patrick Wittwer

Events Committee

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Agenda

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Together we'll go far



7:45 - 8:45 amRegistration and Networking Breakfast

8:50 amWelcome, Nicole Krom, *VEX Group Chair*

9:00 - 10:00 amKeynote, Robert Stein, *Executive Vice President and Chief Program Officer, American Alliance of Museums*

10:15 - 11:00 amSession 1

Panel A - Guest Experience is a Community Project (**CHF - Franklin**)

Panel B - MoMA's "Lobby Working Group": Improving the Visitor Experience through Cross-Departmental Experimentation (**CHF - Ulliot Hall**)

Panel C - The 4 Cs of Collaboration (**Ben Franklin Museum**)

11:15 am - 12:00 pm.....Session 2

Panel A - How to Make Your Museum Crossfit (**CHF - Franklin**)

Panel B - Culture for All Ages (**National Liberty Museum - Education Center**)

Panel C - Mobile Audio Tour Production Projects to Strengthen Connections with Teens (**National Liberty Museum - Liberty**)

12:00 - 1:00 pmLunch (on your own)

1:15 - 2:15 pmSignature Session, Mariana Mogilevich and Valeria Mogilevich, National Parks Now

2:30 - 3:15 pmSession 3

Panel A - The Met Breuer Opening and a New Service Model (**CHF - Ulliot Hall**)

Panel B - Changing Perspectives on Accessibility (**CHF - Franklin**)

Panel C - How To Let Visitors Create Their Own Experience (**Ben Franklin Museum**)

3:15 - 3:45 pmDessert Reception (**CHF - Mezzanine**)

3:40 - 4:50 pmTeam Building Activity and Closing Remarks (**CHF - Ulliot Hall**)

5:00 - 9:00 pmPost-Conference Collaboration & Battledecks (**2nd Story Brewing**)

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Keynote Speaker



ROBERT STEIN, EXECUTIVE
VICE PRESIDENT AND CHIEF
PROGRAM OFFICER, AMERICAN
ALLIANCE OF MUSEUMS

Robert Stein is a museum leader, technology expert, and strategist with deep experience in the museum field heading up innovative projects and diverse teams. In April 2016, Rob joined the American Alliance of Museums as the Executive Vice President and Chief Program Officer to lead the organization's programming efforts in service to both national and global audiences. In that role, Stein is responsible for key strategic initiatives including the expansion of the Alliance's role as a thought leader, content provider, and global catalyst for excellence in the field of museums.

Signature Session Speaker

MARIANA MOGILEVICH AND VALERIA MOGILEVICH,
GREAT FALLS GREAT FOOD GREAT STORIES

Mariana Mogilevich is a historian of architecture and urbanism whose research focuses on the design and politics of the public realm. Valeria is a storyteller who creates tools for participation in collaboration with social justice organizations. Together with a number of collaborators, they helped implement *Great Falls Great Food Great Stories*, a project that connects the history of Paterson Great Falls National Historical Park to contemporary life in Paterson, New Jersey.

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