

2020

ANNUAL MEETING

New Challenges, New Opportunities



Program Highlights for October 23, 2020

8:00 AM – Board Meeting

9:00 AM – Keynote Speaker: Elizabeth Merritt

10:00 AM – Year in Review

11:30 AM – Session 01: Let's Get Social on Social!

12:30 PM – Break for lunch on your own

1:30 PM – Session 02: Retail Therapy

2:40 PM – Session 03: Online Storytelling for the Non-Techie

4:00 – Virtual Happy Hour and Social Time

nma

nevada museums association

2020 ANNUAL MEETING

New Challenges, New Opportunities

Welcome to the Nevada Museums Association 2020 Annual Meeting! In these uncertain times, we are glad that you can join us for a day of professional development and celebration of Nevada's museum community.



Program for October 23, 2020

8:00 AM – Board Meeting

This meeting is open to all NMA members.

9:00 AM – Keynote Speaker – Elizabeth Merritt

American Alliance of Museums' Vice President for Strategic Foresight and Founding Director of the Center for the Future of Museums.

10:00 AM – Year in Review

We want to know what is happening at your museum!

11:30 AM – Session 01: Let's Get Social on Social!

Using NMA participants previously sent in social media problems, this is a mini-health clinic for participant's social media. Hulme will address these issues anonymously in her session while also relating how the Nevada State Museum, Las Vegas has doubled their Facebook followers in the last year – without spending a dime!

12:30 PM – Break for lunch on your own

1:30 PM – Session 02: Retail Therapy

The store is part of the visitor's museum experience, so don't neglect it! Samantha Szesciorka will share 10 tips to zhuzh up your stagnant museum store—from layout to product selection to marketing and more!

2:40 PM – Session 03: Online Storytelling for the Non-Techie

Many of us are scrambling to create online museum experiences even as we deal with drastic cuts to our resources. Crystal R. Van Dee will introduce you to easy and free tools that will help you get your stories online regardless of your technology experience.

4:00 – Virtual Happy Hour and Social Time

The NMA Board would like to extend special thanks to the 2020 planning committee, Laura Benedict, D'ette Mawson, Dustin Wax and Garrett Barmore.