

FOR EASY ONLINE REGISTRATION AND FULL CONFERENCE DETAILS, VISIT WWW.MUSEUMS.CA

While we often think of our purpose in heritage preservation or educational terms, our future success also relies on museums being able to demonstrate their social purpose. This session will explore innovative approaches to engaging community segments that are traditionally underserved by museums and the impacts of these partnerships to the museums and their communities.

● **Becoming a Consultant**

Moderator: M. Christine Castle

The profile of the museum community is changing as more new and seasoned museum professionals choose to become consultants. This panel will examine the challenges and rewards of consulting as a career path as well as ways to maximize the collaboration between the museum and the consultant.



ASK THE EXPERT: INFORMATION EXCHANGES

Obtain practical advice and information on five diverse topics! Join experts in this informal setting.

1. Internet Marketing

Thierry Arsenault, Canadian Heritage Information Network

2. Wall to Wall: The Loans-Out Program at the National Gallery of Canada

Mike Steinhaur, National Gallery of Canada

3. Developing an Education Strategy

Annick Deblois, Canadian Museum of Nature

4. From CSI to Reality: Implementing Realistic and Comprehensive Museum Security

Laura Peters, Billings Estate National Historic Site



Noon — 1:15 pm

Closing Luncheon



TORONTO ZOO

2:00 PM — 5:30 PM

The conference is on the move! Join us for an insightful, educational, and entertaining afternoon at the world renowned Toronto Zoo.

Buses will depart the hotel at 1:30 pm. Cost of tours included in registration. Additional fee for the Tropical Treat Reception and the Do at the Zoo x Two applies. If you are not staying for the optional events a bus will depart the Zoo for the hotel at approximately 5:30 pm. Pre-registration for tours and optional events required.

Delegates will have the choice of three tours:



THE INVISIBLE ZOO

Here's your chance to see what really goes

on behind-the-scenes — the "Invisible Zoo" that the public knows little about! Delegates will have the opportunity to visit the Conservation and Research Centre, Animal Health Centre, Curatorial holdings and breeding areas, Invertebrate House, Creative Design, Graphics production and Exhibit Design.

Limited to 80 participants.



TRAVEL TO THE WORLD DOWN UNDER



If you've ever dreamed of a trip to Australia, now's your chance to visit without leaving home! Delegates will tour the Australasia Pavilion and the Great

Barrier Reef, fauna and flora to observe a diversity of exhibits including tree kangaroos, invertebrates, birds, coral fish, wombats, Komodo dragons, jellyfish and seahorses from the region.

Limited to 40 participants.



THE HIDDEN CONTINENT

Experience the beauty of Africa on this special tour of the African Rain-forest Pavilion. You'll see gorillas in their habitat, crocodiles and the Lake Malawi cichlids. Visit and ask questions to volunteers stationed at special displays on zoo conservation and animal care.

Limited to 40 participants.



EVENING EVENT

7:00 PM

THE DO AT THE ZOO X 2

We had so much fun at the Do at the Zoo in 1999 we've brought it back for a return engagement! This delightful evening is the culmination of the conference activities. Delegates who are participating in the optional events will make a short safari to the Indo-Malaya Pavilion. You'll receive a very special Orangutan welcome. Enjoy the warmth of a tropical Malaysian paradise with many species of birds, fish and of course the very rare Sumatran tigers while sipping exotic cocktails and enjoying scrumptious hors d'oeuvres.



Delegates will be bused from the Indo-Malaya Pavilion to the Zoo Atrium for a buffet-style dinner. After dinner you'll be tempted to partake in a silent auction. To cap the evening off, get in the swing of things and put on your dancing shoes.

Fee: \$85. Open to CMA delegates and guests. Includes transportation, Tropical Treat Reception, buffet dinner, dancing. **Cash bar.** **Limited to 200 participants.**

