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novation
vention | **The Future
of Museums**
2014 April 7-11 Toronto

CMA National Conference

Keynotes Speakers

Tuesday, April 8, 2014

Digital Strategist and Museum Geek

Jasper Visser is the founder and principal of Inspired by Coffee, an agency that helps organizations excel in the digital age. He specializes in working with non-profits, NGOs and cultural organizations around the world on strategies for the future. He is the co-founder of several start-ups that have turned his ideas into reality, and he regularly speaks internationally to share his knowledge. On his blog, themuseumofthefuture.com, he features musings on innovation and participation in museums and culture. Jasper is based in the Netherlands.



Jasper Visser



CMA National Conference

Wednesday, April 9, 2014

Celebrated Humanitarian and Former UN Special Envoy for HIV/AIDS in Africa

Stephen Lewis is one of Canada's most influential commentators on social affairs, international development and human rights. He was named as one of the 100 most influential people in the world by TIME magazine (cited in the category which included The Dalai Lama, Bill Gates, Oprah Winfrey, and Nelson Mandela). Mr. Lewis is presently a distinguished visiting professor at Ryerson University in Toronto. He also serves as the board chair of the Stephen Lewis Foundation, which is dedicated to turning the tide of HIV/AIDS in Africa, and he is the co-founder and co-director of AIDS-Free World

in the United States. In the past, Mr. Lewis served as a leading figure in various organizations including the United Nations, UNICEF and the Ontario New Democratic Party. Mr. Lewis has received numerous international honours which include being appointed a Companion of the Order of Canada and Maclean's magazine's "Canadian of the Year" in 2003. He holds 35 honorary degrees from Canadian universities, as well as honorary degrees from Dartmouth College and Johns Hopkins University in the United States.



Stephen Lewis

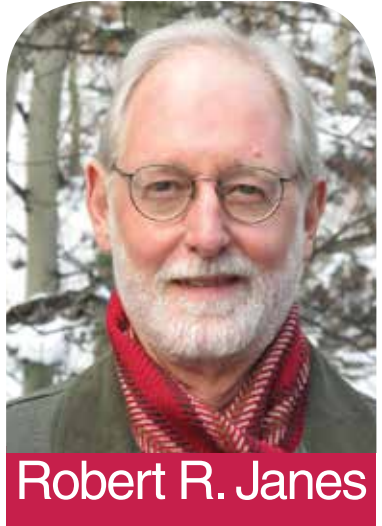


CMA National Conference

Thursday, April 10, 2014

Fellows Lecturer

Robert R. Janes, PhD, LL.D., FCMA is the editor-in-chief of the *Journal of Museum Management and Curatorship*, a visiting research fellow at the School of Museum Studies at the University of Leicester (UK), an adjunct professor of archaeology at the University of Calgary, Canada, the former president and CEO of the Glenbow Museum (1989-2000), and a Fellow of the Canadian Museums Association. He is also chair of the board of directors for the Biosphere Institute of the Bow Valley — an NGO committed to the ecological integrity of the mountain region where he lives. Prior to his appointment at Glenbow, Janes was the founding director of the Prince of Wales Northern Heritage Centre (1976-1986) and the founding executive director of the Science Institute of the Northwest Territories (1986-1989), both in Yellowknife, Northwest Territories. His museum books include three editions of *Museums and the Paradox of Change* (1995; 1997; 2013), *Looking Reality in the Eye: Museums and Social Responsibility* (with Gerald T. Conaty, 2005), *Museum Management and Marketing* (with Richard Sandell, 2007), and *Museums in a Troubled World* (2009). His recent honours include the 2011 Lieutenant Governors Award from the Alberta Museums Association; the 2013 International Achievement Award from the International Council of Museums/Canada, and an Honorary Doctor of Laws, honoris causa (LL.D.) from the University of Western Ontario, Canada, in 2013. Janes has worked in and around museums for 37 years as a director, consultant, author, editor, archaeologist, board member, teacher and volunteer. He has devoted his career to championing museums as important social institutions — capable of making a difference in the lives of individuals and their communities.



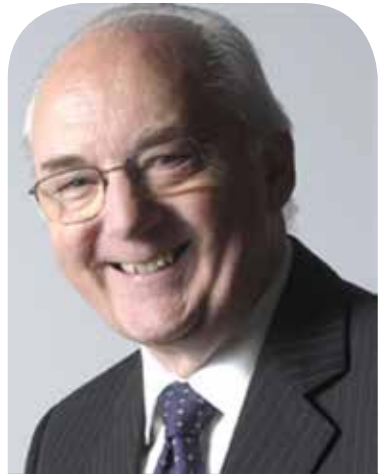


CMA National Conference

Thursday, April 10, 2014

Destination Marketing Expert

“Been there, done that” might well apply to **Eddie Friel** when it comes to systemic change. Friel is one of the key figures in transforming Glasgow, Scotland from a perceived decaying industrial city to a major tourist destination. Appointed the first chief executive of the Greater Glasgow Tourist Board, he developed the policies that helped transform Glasgow, turning that dying industrial city — once a world shipbuilding capital — into an arts and cultural center that now employs twice as many people in the tourism industry as it did in shipbuilding. Friel joined the faculty of Niagara University in January 2007 as an “expert in residence” in the College of Hospitality and Tourism Management to help reshape the image of Buffalo/Niagara. Gary Praetzel, dean of Niagara’s tourism management college, said he brought Friel in because of the parallel between Glasgow and Buffalo. “Friel offers us a road map to economic growth through tourism. What was done in Glasgow is the perfect strategy to follow here. On the world stage, he’s one of the great experts in destination marketing. It’s like bringing to campus a Nobel Prize winner.” Friel, a native of Londonderry, Northern Ireland, has more than 35 years experience in the tourism industry. He has a string of degrees and honors, including Officer of the Order of the British Empire, bestowed upon him in 2004 by Queen Elizabeth II for services to tourism in Scotland.



Eddie Friel



CMA National Conference

Thursday, April 10, 2014

TIFF Director and CEO

As director and CEO of the Toronto International Film Festival (TIFF) since 1994, **Piers Handling** has led the organization into what has become an internationally renowned cultural institution. Under his direction, TIFF opened the TIFF Bell Lightbox in 2010, featuring cinemas, exhibition galleries and educational studios. In 2013, Handling co-curated a multi-platform celebration of iconic Canadian director David Cronenberg which included a comprehensive film exhibition, a virtual museum, an art exhibition presented in partnership with the Museum of Canadian



Piers Handling

Contemporary Art, and two original publications celebrating the film and art exhibitions. He has curated film retrospectives, presented programmes of Canadian cinema, served on film festival juries around the world and on a number of boards and advisory councils. Handling has been recognized numerous times, including: receiving the “Chevalier des Arts et des Lettres” (France’s highest cultural insignia); being named 2003 CEO of the Year by the Canadian Public Relations Society; being awarded the Queen Elizabeth II Diamond Jubilee Medal and inducted into the Playback Hall of Fame in 2012; and being invested into the Order of Ontario, the province’s highest official honour in 2014.