



MANL

38th Annual General Meeting & Conference, October 19-20, 2018  
Ramada Hotel in St. John's, NL / Holiday Inn Express & Suites  
Museum Association of Newfoundland and Labrador

# REGISTRATION FORM

## Achieving Museum Excellence

Please complete this form in order to register for the MANL Annual Conference.

If you have any questions, please call MANL at (709) 722-9034 or visit our website: [www.manl.nf.ca](http://www.manl.nf.ca).

\_\_\_\_ Individual Member    \_\_\_\_ Organizational Member    \_\_\_\_ Non-member

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal code: \_\_\_\_\_

(T): \_\_\_\_\_ (F): \_\_\_\_\_

Email: \_\_\_\_\_

**Please name an individual who will give a members' update for your group on Friday night at the Royal Newfoundland Regimental Museum:**

Name: \_\_\_\_\_ Primary Contact Information: \_\_\_\_\_

### PRE-CONFERENCE WORKSHOPS (Location: Ramada Hotel, 102 Kenmount Road, St. John's)

Please select **ONE** pre-conference workshop option that you would like to attend. Only those who attend a pre-conference workshop can apply for Canadian Museums Association travel bursary ([www.museums.ca](http://www.museums.ca)).



#### Option One:

**Date:** October 19, 2018; 9:00 a.m. – 4:30 p.m.

**Session:** Entrepreneurial Thinking – Future Thinking in Museums, presented by Jane Severs, Association of Heritage Industries.

**Please note:** *This is an elective workshop in MANL's Certificate in Museum Studies Program*

**Price:** \$85.00 for members and \$110.00 for non-members.

How do we turn challenges such as ageing, declining local populations, shrinking resources, etc. into opportunities for our organizations? A major component of this process is trend spotting— how to identify user/consumer trends in other sectors, assess their potential relevance to heritage organizations, and use as inspiration for the development of new practices, products and/or programs.



#### Option Two:

**Date:** October 19, 2018; 9:00 a.m. – 4:30 p.m.

**Session:** Communications Planning, presented by The Department of Tourism, Culture, Industry and Innovation

**Price:** TBA

This session deals with communication as a strategic tool, whether in the form of public relations, marketing, advertising, or promotion. The main goal of this session is to develop understandings of the target audience and how to reach them effectively, whether it is through traditional or social media. Highlights include how to prepare for interviews and considering the use of websites and news releases.

**PLEASE NOTE:** THIS PROGRAM IS AVAILABLE PENDING FUNDING.

**Subtotal:**

**TURN OVER...**



38th Annual General Meeting & Conference  
October 19 - Ramada Hotel in St. John's, NL  
October 20 - Holiday Inn Express & Suites St John's Airport  
Museum Association of Newfoundland and Labrador

# REGISTRATION FORM

## Achieving Museum Excellence

Please select one registration option:

Early Bird Registration Early bird deadline is October 5th, 2018. (Includes Friday night reception, Saturday sessions and luncheon.)	<input type="checkbox"/> Early bird MEMBER \$120.00	<input type="checkbox"/> Early bird NON-MEMBER \$145.00
Regular Registration. (Includes Friday night reception, Saturday sessions and luncheon.)	<input type="checkbox"/> Regular MEMBER \$150.00	<input type="checkbox"/> Regular NON-MEMBER \$165.00
Student Registration (Includes Friday night reception, Saturday sessions and luncheon.)	<input type="checkbox"/> Student MEMBER \$100.00	<input type="checkbox"/> Student NON-MEMBER \$120.00

Please specify any dietary needs:

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Special Events:

Subtotal:

☐ Extra Lunch Tickets

One lunch ticket for Saturday, October 20<sup>th</sup> is **included** with your conference registration. If you wish to bring guests, additional tickets are required.

\$30.00 x \_\_\_\_\_ guests.

Please specify any dietary needs:

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TOTAL:

Payment:

Please note that MANL accepts credit, cash or cheques made to the Museum Association of NL.  
**There will be no refunds after October 12<sup>th</sup>, 2018.**

Please complete and return to MANL via: Museum Association of NL, P.O. Box 5785, St. John's, NL A1C 5X3  
Email: [manl@nf.aibn.com](mailto:manl@nf.aibn.com)

**Please note a change in conference locations:**

**Friday, October 19:** Ramada Inn, 102 Kenmount Rd, St. John's, NL A1B 3R2

**Saturday, October 20:** Holiday Inn Express & Suites St John's Airport, 5 Navigator Ave, St. John's, NL A1A 0R5

**On October 20 shuttle service to the Holiday Inn will be provided for all guests staying at the Ramada.**

Thanks to Department of Tourism, Culture, Industry and Innovation  
for supporting the efforts of the Museum Association of Newfoundland and Labrador.