

# 2018 MANL A.G.M. & CONFERENCE

## PRE-CONFERENCE WORKSHOPS

Planning on attending this year's 38th AGM & Conference? Be sure to apply for a CMA Bursary! You can receive up to \$600 to assist with costs if you attend a pre-conference workshop. Only those who attend a pre-conference workshop can apply for Canadian Museums Association travel bursary ([www.museums.ca](http://www.museums.ca)).

### **Pre-Conference Option #1:**

#### **Entrepreneurial Thinking : Future Thinking in Museums**

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. Presented by Jane Severs, Association of Heritage Industries

### **Pre-Conference Option #2:**

#### **Communications Planning**

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. (Available Pending Funding) Presented by the Dept. of Tourism, Culture, Industry and Innovation

All workshops will take place on Friday, October 19, 9 am to 4 :30 pm at the Ramada Hotel in St. John's.

The fee is \$85 for MANL members and \$110 for non-members.

To register, please forward your completed Conference Registration Form to MANL.