

CALL FOR PROPOSALS

AAM TECHNOLOGY, INTERPRETATION, AND EDUCATION 2010

AAM Web Conference
June 23 – 24, 2010

Presented in partnership with the AAM Committee on Education (EdCom), the AAM Media and Technology Committee (M&T) and LearningTimes

Get Involved

Are you developing new exhibitions, interpretive programs, or public spaces that involve technology? Do you have a technology success story you're eager to tell or a project failure you're willing to share? Contribute your skills and experience by presenting a virtual session during *AAM Technology, Interpretation, and Education 2010 (TIE 2010)*, June 23 – 24. *TIE 2010* is a two-day, multi-session online conference that provides an interactive forum for museum professionals at all levels to explore current technology trends and practices in museum education, interpretation, exhibition, public programs, and outreach. Participants will engage with technologists, education/interpretation specialists, and other expert practitioners to examine technology and new media projects that support the interpretation of collections and enhance learning experiences.

Why TIE 2010?

We know technology constantly changes, and *TIE 2010* aims to capture what's new, now, and next. From smart phones and iPods, to Twitter and Facebook, increasingly museum visitors use and expect technology in their daily lives, shaping their relationships with others as never before. Museums, too, are shaping and reshaping the relationships they have with visitors (both real and virtual). In museums, we are increasingly challenged and inspired to take advantage of the opportunities technology can offer to advance the mission of our institutions and to better serve our audiences.

Call for Proposals

AAM Professional Development is looking for enthusiastic presenters to lead 60-minute sessions on topics including (but not limited to):

- Platforms: Podcasts, websites, blogs, webcasts, interactive installations, virtual spaces, handheld devices, games, and social media
- Perils: Lessons learned from the use of technology to interpret and educate
- Possibilities: Creative and effective use of technology to engage, program, interpret, and build communities
- Access: Engaging the visitor for the different life stages of the museum visit
- Collaboration: Partnering with communities on digital projects
- Content and Dialogue: Collaboration tools, platforms, and user-generated content
- Strategic Planning: Keeping it mission-driven, educational, and sustainable
- Social Change: Using technology to effect change
- Metrics: Evaluating success and impact

Proposals are due by email or fax no later than COB February 26, 2010.

Please submit proposal form to Stephanie Fitzwater, graduate intern, professional development at sfitzwater@aam-us.org or by FAX at (202) 289-6578.

www.aam-us.org/profed



Each session should consider the four key themes of the conference: **Process** (planning, implementation, and evaluation), **Community**, **Audience**, and **Technology** (specifics, accessibility, and best practices). Also, each session should emphasize project alignment with institutional mission and practical examples of both process and product. Presenters are asked to submit white papers in advance of the web conference to provide additional resources for participants.

***TIE 2010* Conference Format**

Each day of the two-day *TIE 2010* web conference will consist of a plenary session and a series of one-hour presentations, followed by allotted break times, a showcase of MUSE Award-winning projects from a variety of institutions (TBD) (a virtual “marketplace of ideas”), and opportunities for participants to interact with and learn from each other. At the end of each day, presenters and participants are invited to a “virtual happy hour” for a daily recap and discussion.

As with all AAM webinars and web conferences, *TIE 2010* provides participants with a whole menu of resources, including:

- National level content presented by subject matter experts from within and outside the museum field
- Presentation handouts in advance of the live event through online communities
- Access to the live program on the day of the event, and to the recorded program for up to six months after the live event
- Interactive chat features, polling, and Closed Captioning during the live event
- Transcripts of chats and Closed Captioning post-event, and other resources through online communities

***TIE 2010* Audience**

TIE 2010 is for anyone who cares about the future of museums and the increasingly integral relationship between technology and interpretation in our institutions. *TIE 2010* will benefit:

- Museum professionals of all skill levels, including directors, educators, curators, exhibit designers, media and technology specialists, collection managers, marketing and PR professionals, evaluation experts, and other individuals responsible for planning for technology, interpretation, and learning in museums.
- Teams of participants from the same institution who want to plan and implement a technology or new media project to support interpretation and learning in their institution.

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TIE 2010 Presenter Benefits and Expectations

Your participation in *TIE 2010* comes with many opportunities as well as obligations. By participating in this web conference, you present your skills, expertise and passion to hundreds of colleagues across the country (and beyond), highlighting the important work of your institution, and demonstrating your commitment to the field. Nearly every AAM webinar presenter we have worked with in the past two years found the work rewarding, the commitment significant, and the learning invaluable, emerging from the process feeling like they have new presentation skillsets under their belt.

Your participation offers you and your fellow presenters complimentary registration to the entire web conference, which also allows you access to the recorded program and resources (including all handouts, white papers and transcripts) for up to six months. If your session is accepted, we ask that you and your fellow presenters agree to active participation throughout a brisk process, based on the following planning timeline:

<i>TIE 2010</i> Web Conference Planning Timeline
<i>Jan. 27:</i> Call for Proposals announced
<i>Feb. 26:</i> Proposal deadline
<i>Mar. 19:</i> Sessions confirmed
<i>April 2:</i> Bios, headshots, presenter agreements due
<i>Week of Apr. 12:</i> Session Planning Call #1; overview of program concept; discuss draft outlines, presenter roles
<i>Apr. 23:</i> Draft session outlines due
<i>Week of May 10:</i> Session Planning Call #2; web conference room "walkthrough" online
<i>May 14:</i> Draft PPTs due for review
<i>Jun. 11:</i> FINAL PPTs, White Papers and other resources due for posting
<i>Week of Jun. 14:</i> Mandatory Dress Rehearsal online; open online community
<i>Jun. 23-24:</i> <i>TIE 2010</i> live web conference

Proposals are due by email or fax no later than close of business February 26, 2010. Please submit proposal form to Stephanie Fitzwater, graduate intern, professional development at sfitzwater@aam-us.org or by FAX at (202) 289-6578.

Interested in Sponsoring *TIE 2010*?

Did you know that in 2009, AAM Online Professional Development reached over 10,000 museum professionals? Or that 90% of AAM webinar participants said the program met or exceeded their expectations? Or that 90% said they would recommend the program to a colleague? Don't miss this great opportunity to get your name out in front of hundreds of museum professionals over the two-day web conference. Many sponsorship opportunities are available. Please contact Greg Stevens, assistant director for professional development at gstevens@aam-us.org, or at (202) 218-7675.

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June 23-24, 2010

PROPOSAL FORM

Yes! I'm interested in getting professionally engaged by sharing my experience, skills, abilities, and passions with colleagues at the *TIE 2010* web conference.

I. Contact Information (*session chairperson*)

Name _____ Title _____
Organization _____
Address _____ City _____ State _____
Telephone _____ FAX _____
Email _____
Brief Biography (*limit 200 words*) _____

II. Session Description

I am interested in presenting the following topic at the *TIE 2010* web conference:

1. Presentation Title
2. Brief description (*for website and program, limit 200 words*)
3. Learning Outcomes (*"After participating, attendees will be better able to..."*)
4. Technology/new media focus
5. Relevance (*to the institution's mission, visitors, and field, limit 100 words*)

III. Additional Presenters (*limit 2, excluding session chairperson*)

Name _____ Title _____
Organization _____
Address _____ City _____ State _____
Telephone _____ FAX _____
Email _____
Brief Biography (*limit 200 words*) _____

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Name _____ Title _____

Organization _____

Address _____ City _____ State _____

Telephone _____ FAX _____

Email _____

Brief Biography (*limit 200 words*) _____

IV. Availability

If the session is accepted, I prefer the following schedule to present, but I understand all final scheduling is TBD (*check all that apply*):

- Wednesday, June 23 AM session (ET) PM session (ET)
- Thursday, June 24 AM session (ET) PM session (ET)

V. White Paper

I (and/or my presenters) agree to submit a white paper based on this session topic for online publication by June 11, 2010.

VI. Benefits and Expectations

If the session is accepted, I understand I (and my presenters) will be given complimentary registration to the 2-day web conference. I (and my presenters) also agree to participate throughout the planning process, as outlined in the *TIE 2010 Web Conference Planning Timeline*.

VII. Marketing and Promotion Disclaimer

If the session is accepted, I (and/or my presenters) agree that we will not engage in any direct marketing or promotion of products or services.

VIII. Sponsorship

I am interested in sponsoring part of the *TIE 210* web conference. Please contact Greg Stevens, assistant director for professional development, at gstevens@aam-us.org, or at (202) 218-7675.

Proposals are due by email or fax no later than COB February 26, 2010. All accepted sessions will be confirmed by March 19. Selected presenters agree to provide draft outlines and presentations no later than April 23, with final content and resources due no later than June 11. (See *Planning Timeline* for more details)

Proposals are due by email or fax no later than COB February 26, 2010.

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