

# Call for Posters

## STRONG ROOTS & THRIVING COMMUNITIES

2017 Annual Conference and Meeting  
July 12-15, 2017 • Des Moines, Iowa



In partnership with:



# AMM - IMA 2017 Joint Conference

## Call for Posters

The Association of Midwest Museums and Iowa Museum Association are pleased to announce the Call for Poster Session Proposals for *Strong Roots and Thriving Communities*, the 2017 Annual Conference and Meeting to be held in Des Moines, Iowa on July 12-15, 2017.

**\*Online submission only at [ammconference.org](http://ammconference.org)\***

**\*Proposals due April 7, 2017\***

### **About the Theme - Strong Roots & Thriving Communities**

Museums have great strength in the objects and works of art that they uphold and the stories of culture, innovation, and creativity that they share. Museums bring the world to the doorsteps of many who would not see it otherwise and have a role to play in developing the next generation of leaders and innovators.

This year's theme suggests that museums have endured for centuries not only as protectors of our shared cultural heritage, but also because they have become community anchors in many urban areas, essential to quality of life for their communities and attractors for tourism and business. Museums have worked for decades to engage their surrounding communities through after-school programs, outreach, and exhibits.

*Strong Roots & Thriving Communities* honors this long history of museums in the Midwest while challenging the museum profession to think about the future of museums as community centers and players in economic growth of their cities and towns.

The role of museums is ever-changing, as communities, demographics and dynamics change. This year's conference presenters and guest speakers will share successes and lessons learned from community engagement efforts, introduce methods for program development for specific audience needs, and invite us to explore the future of museum-community relationships.

- *What have we accomplished as an industry to-date? What is our role in the future?*
- *What best practices exist in regard to understanding community dynamics, addressing needs of community members, and engaging diverse audiences?*
- *Museums have a range of assets; how are they or could they be using those resources to enhance quality of life, create a sense of place, address issues of social justice, etc.?*



### **Present Research and Projects in our Poster Session**

Using poster-board sized displays, introduce community engagement and audience development ideas, solutions, direct experiences, and research to your colleagues. Posters are a great way to share research and audience evaluation projects (in progress or complete), community engagement stories, processes used in exhibit planning or program development and student-led projects.

Consider presenting projects and research related to the following topics:

- Inspirational community stories
- Groundbreaking collaborative projects
- Audience research breakthroughs
- Innovative solutions for accessibility
- Audience impact and advocacy
- Interpreting and understanding demographics
- Evaluation methodology
- Exhibit development and design

### **Selection Criteria**

Proposals will be reviewed for their relevance to the conference theme, relevance to professional development needs in the industry, clarity of content, and diversity of perspectives and presenters.

Posters that appear to be selling goods and services will not be permitted.

### **Schedule**

Proposals are due by April 7, 2017. The 2017 Conference Planning Committee will send notifications in the week following receipt of proposals.

### **How to Submit a Proposal**

Proposals must be submitted using the AMM online submission form:

<http://www.ammconference.org/poster-session-online-submission-form/>

Please be prepared with the following information before completing the online form. The form does not allow you to save draft proposals.

- Session Chair Information - name, company, address, email, and phone information
- Presenter Information - list of presenters, including name, company, and email address
- Format - select from a list of options (detailed below)
- Proposal Narrative - detailed description of the focus of your session
- Learning Outcomes - a few statements that capture what participants will know or be able to do as a result of your session; Limit 100 words
- Brief Description - Provide a short, punchy description of your session that can be used in conference promotions.

### **Poster Presenters**

There are no limits to the number of presenters with your poster, though we recommend only 1-2 presenters to ensure that there is space for discussion of your project.

**Presenters must be confirmed and available to present at the conference on Thursday, July 13, 2017.** Presenters are required to register and pay the conference registration fee. Early Bird registration runs through April 31 and overall online registration ends in June.

Presenters will receive communications from us at [admin@midwestmuseums.org](mailto:admin@midwestmuseums.org). Please whitelist this email address to ensure receipt.

### **Poster Session Setup**

The Poster sessions will take place in a conference session breakout room in the Embassy Suites by Hilton Des Moines Downtown on July 13, 2017. The session period is 75 minutes (1 hour 15 minutes) long.

Posters will be located in a “free flow” space where attendees can engage one-on-one with presenters. Posters should be standard folding poster boards to sit on tables or flat standard poster boards to display on easels. AMM will provide easels or tables for display based on the setup you note in your online submission. **Presenters are expected to bring their own laptops and connector cables. AMM will connect you to hotel AV staff for additional technology needs.**