

# *You Belong Here*

**OCT 7 - 9, 2018**  
**SAN ANTONIO, TX**



**VISITOR**  
**EXPERIENCE**  
**CONFERENCE**

Powered by the Visitor Experience Group





# WELCOME



Welcome to the 2018 Visitor Experience Conference!

The Visitor Experience Conference started in 2012 to serve those working in visitor-serving roles in cultural institutions. Over the past few years, we have been thrilled to watch the conference grow to serve new audiences, impact more institutions, and, after six years of hosting the conference in Philadelphia, move halfway across the country to sunny San Antonio!

This year's theme, "You Belong Here," centers our focus on community, diversity, and inclusion. Cultural institutions are rapidly evolving, increasingly seen as forums for discussion and active voices in the communities they serve. As visitor experience professionals, we are often the faces of those organizations, and it is our responsibility to facilitate experiences that serve the ever-changing needs of our visitors.

Our hope is that you all leave San Antonio this week refreshed, empowered, and full of new ideas to implement in your institutions. Keep the discussions you have here at #VEX18 going with your colleagues, at museum meet-ups, and on social media, and let that energy carry you through to next year's conference in Philadelphia!

Thanks for joining us!  
The Visitor Experience Group





# VEX GROUP



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# EVENTS



## Sunday 10/7

### 6:00 - 9:00P Welcome, Y'all!

The County Line 111 W. Crockett St.

Kick off your #VEX18 experience in style with some Texas BBQ, Brews, and Battledecks! Enjoy some tasty dry rub while rubbing elbows with colleagues from institutions far and wide. County Line is set right on the legendary River Walk in downtown San Antonio, the perfect place to make some new friends before diving into Monday's panels and discussions. **\$75**

## Monday 10/8

### 6:00 - 9:00P Garden Party

McNay Art Museum 6000 N. New Braunfels Ave.

Wind down after a full day of panels, discussions, and ideas with a big Texas bash in the beautiful gardens at the McNay Art Museum! Your ticket includes a tasty Tex-Mex buffet, drinks, a live performance by a Mariachi band, and admission to the *Pop America* exhibit. **\$80**

## Tuesday 10/9

### Post-Conference Workshops

Wyndham Garden Riverwalk  
103 9th St.

Continue the learning and development without leaving your hotel! We are offering three workshops on Tuesday covering a variety of topics. Jessica Sharpe returns to VEX to discuss *Visitor Journey Mapping*, Salvador Acevedo will share best practices for *Engaging Latino Audiences*, and Jason Ulaszek will show how he created an experience that spurred visitors to create change using the *Inzovu Curve*. For a more detailed rundown of these workshops, turn to page 13. **\$80-135**







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# KEYNOTE SPEAKER



## Suse Anderson

Dr. Suse Anderson is Assistant Professor, Museum Studies at The George Washington University, and President of MCN (Museum Computer Network). For close to a decade, Anderson's focus has been on the impact of digital technologies on the museum, topics explored on her blog, and *Museopunks*—the podcast for the progressive museum (Winner 2014 Best of the Web; presented by AAM). She holds a PhD and BFA from The University of Newcastle, Australia, and a BArts from Charles Sturt University, Australia.



Anderson is on the Program Committee for the Museums Computer Group (UK), has served on the Advisory Board for the NMC Horizon Report—Museum Edition (2012–2015) and on the Advisory Board of the Open Knowledge Foundation Network Australia. Additionally, Anderson has presented at conferences including Museums & the Web (USA), Museums Australia (AUS), INTERCOM, the MCN Conference (USA), and the National Digital Forum (NZ). Anderson is currently working on a book provisionally titled *Conversations on the Digital Future of Museums*, co-authored with Keir Winesmith (SFMOMA). Since moving to Baltimore in 2014, Anderson has fallen in love with the city she now calls home. You should visit her there one day, or connect with her on Twitter ([@shineslike](#)).



# WHERE AM I GOING?



## SESSIONS

### Witte Museum

3801 Broadway St.

MFC – Mays Family Center

Memorial/Prassel – Auditoriums in Susan  
Naylor Center

## WORKSHOPS

### Wyndham Garden Hotel

103 9th St.

All of Tuesday's workshops take place at the  
official #VEX18 hotel, the beautiful  
Wyndham Garden on the River  
Walk. Morning workshops include a  
continental breakfast.

## LUNCH

Lunch is from 12:30 – 1:45 PM. Check out  
the Market at the Witte or try one of these  
options nearby:

### Koi Kawa Japanese Restaurant

4051 Broadway St.

### Chipotle Mexican Grill

3928 Broadway St.

### IHOP

3820 Broadway St.

### Smoke Shack BBQ

3714 Broadway St.

### Hung Fong Chinese Restaurant

3624 Broadway St.







# SESSIONS



## Enriching Staff: Engaging Visitors

10:15 – 11:15 (Memorial)

Fotini Lane, Visitor Engagement Manager, MoMA, [@MuseumModernArt](#)  
Garrett Smith, Visitor Engagement Manager, MoMA, [@MuseumModernArt](#)  
Elizabeth Coggin, Visitor Engagement Manager, MoMA, [@MuseumModernArt](#)

Join MOMA as they provide tools and strategies for utilizing visitor feedback to improve staff performance by way of enrichment, training, and culture development.

## Culinary Innovation in Museums & Cultural Attractions

10:15 – 11:15 (MFC)

Jake Pugh, Service Systems Associates  
Travis Knight, Service Systems Associates

This session discusses the rise of hands-on, fresh made, innovative cutting edge food to enhance the visitor experience. Join top chefs in the industry as they talk about the latest trends.

## A New Hope: Connecting Collections and Creating Community Partnerships

11:30 – 12:30 (Prassel)

Abbie Edens, National World War II Museum  
Christy Barlow, Columbus Museum, [@museumcolumbus](#)

Explore programs that reached new audiences through making creative connections. New acquisitions, exhibitions, or even Pop Culture references have the potential to become the catalyst for new partnerships and programming.

## Excuse Our Dust: How to Provide a Great Experience During Construction

10:15 – 11:15 (Prassel)

Meredith Dolby, Vice President of Exhibits, DoSeum, [@TheDoSeum](#)  
Renee Talamentez, Operations Project Manager, San Antonio Museum of Art, [@SAMAart](#)  
Marise McDermott, President/CEO, Witte Museum, [@wittemuseum](#)

Join local San Antonio cultural institutions and hear how they handled change and the visitor experience during construction projects.

## Technology and the Visitor Experience

11:30 – 12:30 (MFC)

Jamie Elswick, Gateway Ticketing Systems, [@GatewayTicket](#)  
Ryan Burtram, acceso Technology Group, [@accesoTech](#)  
Jennifer Roth, acceso Technology Group, [@accesoTech](#)  
Tim Zagorc, Tessitura Network, [@tessnetwork](#)  
Tim Canada, Tatvam Analytics, a NetServ Product, [@TatvamInsights](#)  
Harry Tomasides, Digonex Automated Dynamic Pricing, [@Digonex](#)  
Alina Pitman, Pigeon, [@pigeon\\_srisys](#)

Are you interested in using technology to enhance the guest experience and increase your bottom line? Come to this enlightening panel to meet the minds behind ticketing, dynamic pricing, customer feedback analysis, on-site navigation, and more. Learn about a variety of products through demos, Q&A, and breakout opportunities that will provide you with solutions to implement at your organization to make the guest experience the best it can be.



# SESSIONS



## **Leveraging Visitor Feedback and Data to Improve Visitor Experience**

2:00 – 3:00 (Prassel)

Hadley DesMeules, Visitor Services Coordinator, Williams College Museum of Art, [@wcmaart](#)  
Melissa Prycer, President & Executive Director, Dallas Heritage Village, [@misajane79](#)

Participants will learn how implementing institutional improvements based on quantitative and qualitative visitor feedback data can strategies that can be adapted to fit the unique needs of cultural institutions and their public.

## **Served: A Mount Vernon accessibility story Is your site accessible and inclusive?**

2:00 – 3:00 (MFC)

Linda Powell, George Washington's Mount Vernon, [@VisitMtVernon](#)  
Jeremy Ray, George Washington's Mount Vernon, [@jrayvt83](#)

Have you been served by the DOJ? We were... Join us in a dynamic discussion that documents the actions taken by George Washington's Mount Vernon to provide accessible experiences for all guests. This lively session will include presentation, discussion and Q&A.

## **Interpretation and the Visitor Experience**

3:15 – 4:15 (MFC)

Margaret Sternbergh, Independent Interpretation Specialist, [@margiencharge](#)

The interpretive material a visitor encounters at a museum can define if they feel welcomed and wanted. Are the wall labels, apps, interactives, and audio guides accessible, inclusive, and interesting? If not, the visitor can be isolated or alienated. An interpretation specialist will share strategies to bridge the gap between interpretation and visitor services staff to make your museum a place for everyone.

## **Volunteer: The Power of the People**

2:00 – 3:00 (Memorial)

Lois Honeywill, V&A Museum, [@V\\_and\\_A](#)  
Caterina Bisquert, V&A Museum, [@V\\_and\\_A](#)

Hear the steps the V&A Museum in London has taken to change certain processes and procedures that may hinder some people applying for roles. Learn about the positive impact it has on their visitors, staff, and the volunteers themselves, and how you can make the change too.

## **The Final Takeaway: How the Museum Store Experience Reverberates with Guests After Their Visit**

3:15 – 4:15 (Memorial)

Julia Jordan, Mutter Museum of the College of Physicians of Philadelphia, [@MutterMuseum](#)

Presented by the Mutter Museum in Philadelphia, this session will explore how to enhance the museum store experience through visitor friendly displays, mission-based product selection, and advocacy for its place within the institution.

## **Trailblazing an Audience-Centered Visitor Experience at the Smithsonian National Museum of the American Indian**

3:15 – 4:15 (Prassel)

Sharyl Pahe-Short, National Museum of the American Indian, [@SmithsonianNMAI](#)  
Rumana Chaudhuri, National Museum of the American Indian, [@GreatFallsV](#)

This session looks at how a holistic, cross-departmental audience-centered approach is driving the museum's commitment to visitor needs. From goals to actions, visitor voices to staff buy-in, the session offers insights, lessons-learned, and practical suggestions.

## **Final Words & Closing**

4:30 – 5:15 (MFC)



# STAY CONNECTED!



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Download the EventsXD app and search for "Visitor Experience Conference" – our EventsXD app is the place for detailed session descriptions, panelist bios, and real time schedule changes!







# EVERYONE BELONGS HERE: A GUIDELINE FOR AN INCLUSIVE ATMOSPHERE



The Visitor Experience Group is committed to diversity, equity, and inclusion which is why we will be printing pronouns on badges this year! The addition of pronouns to name badges normalizes the sharing of pronouns for people of all genders and provides a friendly and safe environment for everyone at the conference, including those who are cisgender, transgender, and non-binary.

Why are pronouns important? A gender pronoun reflects who a person is, how they identify, and how they would like to be referred to by others. The correct use of someone's personal gender pronoun shows respect for one another and for their gender identity. Instead of making assumptions about someone's identity, share your own pronouns and invite the other person to share theirs during conversation.

If you would prefer not to use gendered restrooms during the conference, there are single-stall, accessible, gender-neutral restrooms in the main lobby/entrance of the Witte Museum and right outside the museum store in the AT&T Lobby at the McNay. Please consult the museum maps or ask a VEX team member for directions.



# WORKSHOPS



## Tuesday, October 9 Wyndham Garden Riverwalk 103 9th Street

### 8:00 - 10:30 Visitor Journey Mapping Workshop

*Wyndham Room - Salon A*

Join conference favorite Jessica Sharpe for a workshop intensive on Visitor Journey Mapping. Cultural institutions can use journey mapping to illuminate the holistic visitor experience. Participants will explore ways that this work can help unify an organization, work on a framework for cross-departmental involvement in the visitor experience, understand the stages of the visitor journey, and touch-points with how a visitor interacts with your organization. **SOLD OUT**

### 8:30 - 11:00 Engaging Latino Audiences Workshop

*Wyndham Room - Salon B*

Salvador Acevedo will lead participants of this workshop through his work with engaging Latino audiences and his study, LatinXPerience. He will work through how “experience” is defined for different audiences and how arts and cultural organizations can meet these definitions. Attendees will learn to implement this work at individual institutions. **SOLD OUT**

### 1:00 - 3:00 Moving Us to Action: The Inzovu Curve Workshop

*Wyndham Room - Salon A*

Join Jason Ulaszek, founder and chief design officer of Inzovu. He'll bring his expertise in experience design in the for-profit world and show how he used it to help develop a concept for the next generation of museums and memorials through his work at the Kigali Genocide Memorial. Through this work learn how he created an experience that spurred visitors to create change. Gain new insights on the characteristics required by these institutions and leverage the Inzovu Curve, an emerging model for thinking that can guide visitors toward a shift in identity, to map and assess the visitor experience of your institution. **\$80**



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**- Sara Payne, Greensboro Science Center**

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## VEX AMBASSADOR

Ambassadors represent VEX outside of the Philadelphia region by promoting the annual conference through events, local meet-ups, and social media. Ambassadors foster collaboration and support for professionals; they act as leaders in the industry.

Responsibilities of an Ambassador include 1-3 hours of VEX participation a month, hosting a VEX Night Out happy hour or two, and sharing marketing materials. In return, VEX will waive admission to the annual conference and welcome event.

To join our team, fill out the ambassador application online at [visitorexperience.group/ambassador](http://visitorexperience.group/ambassador)

## #VEXChat

Join our monthly visitor experience conversation on Twitter! #VEXChat occurs on the third Thursday of each month at 3PM EST with topics ranging from best practices to new ideas to wild visitor stories!

To participate, login to Twitter and search for #VEXChat. Answer the questions and use the hashtag in your answer. Interact with other Tweepers by responding to their answers.

The October #VEXChat will be Thursday the 18th at 3PM EST. Join us as we continue the discussion of #VEX18 and chat about issues and ideas brought up today.







# POST-CONFERENCE GARDEN PARTY



## MCNAY ART MUSEUM

6000 N. New Braunfels Ave.



Join us at the McNay Art Museum after the conference for food, fun, drinks, and music! Lounge on the lawn and enjoy tasty treats and amazing music as you chat with your fellow attendees. Your admission to this event includes 2 drink tickets and access to the museum courtesy of our sponsor, Service Systems Associates.



Visitor Services for Cultural Attractions



# VISITOR EXPERIENCE CONFERENCE

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## VEX19 PHILADELPHIA

