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#GOEMP

Collaborating for Impact:

Not Business as Usual

Toronto, Ontario

October 24-25, 2018

**Conference
Survival
Guide**

for the

Emerging

Museum

Professional

Join the
Conversation
#OMACConf2018



Welcome, EMP!

The Ontario Museum Association, in collaboration with the Group of Ontario Emerging Professionals (GOEMP) Committee, have put together this guide for Emerging Museum Professionals (EMPs), which contains everything you'll need to know to make the most of your Conference experience. Whether you're a student or you have worked in the museum sector for a few years, attending a Conference can be as intimidating as it is exciting. In this guide, you will find useful advice on planning your Conference schedule, building your professional network, and most importantly, having fun while doing so!

What is the GOEMP?

Represented by a committee, the GOEMP acts as a voice for emerging museum professionals across Ontario. By providing programming, communications, and resources, both digitally and in-person, the GOEMP aims to foster a supportive network amongst emerging professionals. If you are an EMP within the first 10 years of your career, be sure to join!

For more information about **GOEMP activities and events**, please see page 7

Social Media at #OMAConf2018



There will be many opportunities at Conference to help you engage with others on social media.

*Use the hashtag #OMAConf2018
Follow the Ontario Museum Association at @museumsontario on Facebook, Twitter, and Instagram*

Follow the GOEMP on Facebook for EMP-related news and events, and connect on Twitter with the hashtag #GOEMP!

Pre-Conference

To have a great conference experience, you'll want to do some planning ahead! Here are the basics of what you should know and do before arriving at Conference.

How do I plan my trip?

- Make time to visit the OMA Conference website, and visit the Hotel & Travel page; to find a route that will work best for you. Also watch our Get Here Guides, hosted on the OMA Youtube page; to familiarize yourself with the conference venue.
- As well, share rides and hotel rooms with other EMPs heading to Conference:
*<http://www.facebook.com/events/1829911970637115/>

***For access, you have to be a member of the GOEMP Facebook group**

What sessions should I attend?

- Choosing Conference sessions might seem like a daunting task-- there are just so many choices! Here are some tips for choosing the best ones for you:

Go to sessions that:

- You're interested in, or are relevant to your own work;
- Have a presenter you admire;
- Include a colleague who is presenting; and
- Sound fun, different, or you wouldn't initially think to go to.

Be flexible:

Have a back-up session in mind for each time slot. Be ready to change plans if you hear about a great speaker in another session, or if your **Conference Connections** Mentor makes a suggestion (see page 7 for more information on **Conference Connections**).

Be resourceful:

Divide sessions you're interested in with a colleague and fill each other in during breaks!

"Go to sessions that you didn't think would be interesting at first, because you might be surprised with how much you learn! During my first time at Conference, I stumbled on a session on fundraising that I found so important!"

-Past EMP Conference Delegate

What to bring?

- **Business cards**
- **Pen and note pad**
- **A couple of layers of clothing (for unpredictable room temperatures)**
- **Phone/computer/chargers, etc.**
- **Water Bottle (water available at Conference)**
- **Comfortable shoes**

What to wear?

- **Business Casual** during the day: Think comfortable, but professional
- **Cocktail Attire** for the Opening Reception and Awards Banquet (included in Full registration, not included in Student registration; however, additional tickets are available for purchase)

How can I expand my networks in-person?

While plenary speakers and concurrent sessions form the essential structure of any conference, the informal networking in between sessions is just as important. The 2018 OMA Annual Conference will give you the opportunity to meet both emerging and established museum professionals from all over the province. One thing to remember is that the Conference is created for people with interest in museums, so you already have something in common with everyone attending-- be sure to take advantage of that!

Networking Tips

- Introduce yourself to people sitting next to you at sessions. You might only have time for a quick hello, but they'll be a friendly face when you see them during meals or networking breaks
 - Even if you don't feel confident that you have anything to say, it's perfectly fine to join a group of talking people by introducing yourself and simply listening to the conversation
 - Asking questions is always a good idea! You'll quickly find that people love to talk about their museums and projects!
- Ask people you already know to introduce you to people they know. It can be much easier to make connections this way!
- Bring business cards and exchange them with people you meet. If you forget to bring business cards with you, make sure to visit one of our Take-a-Minute Tables at conference to make some! If you receive a business card, make some notes on how you met this person that might help you follow up later
- Stay for the Q&A at the end of each presentation
- Check out the Take-a-Minute tables at conference to get crafty and chat with others in a fun setting!
- Attend the Trivia Night, in partnership with Ischool and hosted by the GOEMP Committee, happening after the Opening Reception! It's a great way to get to know other Conference delegates

What to eat?

Depending on the registration type you selected, there will be specific meals provided for you:

Full Conference Registration

- Wednesday: light refreshments at the Opening Reception
- Thursday: morning snack, lunch, afternoon snack, Awards Banquet dinner
- Friday: breakfast, morning snack, lunch, afternoon snack

Student Registration

- Same as above but does not include Awards Banquet dinner

Conversation Starters

Here are some questions to ask:

- " You work at _____ museum? I love it there/want to go/can't wait to see your new exhibit! "
- " Do you work at a museum? How long have you worked there? What do you enjoy about your work? "
- " I am looking to break into the sector/switch paths in my career, it's a challenge, do you have any advice? "
- " I was at your presentation and wondered/loved/wanted to know more about... "
- " Which session did you go to this morning/are you planning to go to this afternoon?" *

* This one works if you do a bit of research ahead of time. Take a quick look at the conference line-up, and try to come up with a talking point for each session and/or speaker. This way, you'll have something to talk about no matter which session the person you're talking to attended!

How can I expand my networks on social media?

While a part of Conference is about making real-life connections with other museum professionals, you're also strongly encouraged to engage with Conference speakers and delegates through social media! Whether you're writing a post for your museum's Facebook page, tweeting during conference or writing for your personal blog, here are some suggestions:

- Connect with Conference speakers! Check out the OMA Conference website for speaker biographies and social media contact information
- Connect with other Conference delegates! Use the hashtag #OMACConf2018 in the lead-up to, during and after the Conference to learn about others attending, and what they're looking forward to most. This can be an icebreaker if you meet in person!
- Connect with other EMPs heading to Conference! Use the hashtag #GOEMP on Twitter and join the GOEMP Facebook group.

"Very excited for the #OMACConf2018! Anyone else excited to hear @ _____ and their talk on _____? So relevant in today's museums and galleries! Looking forward to meeting the #GOEMP at their booth on Friday at Expo too!"



Tip: Elevator Speech

When meeting people, you'll want to have a memorable, quick (elevator ride-length) introduction at the ready. It should include:

- Who you are
- What you do/want to do
- Why you are here

Example:

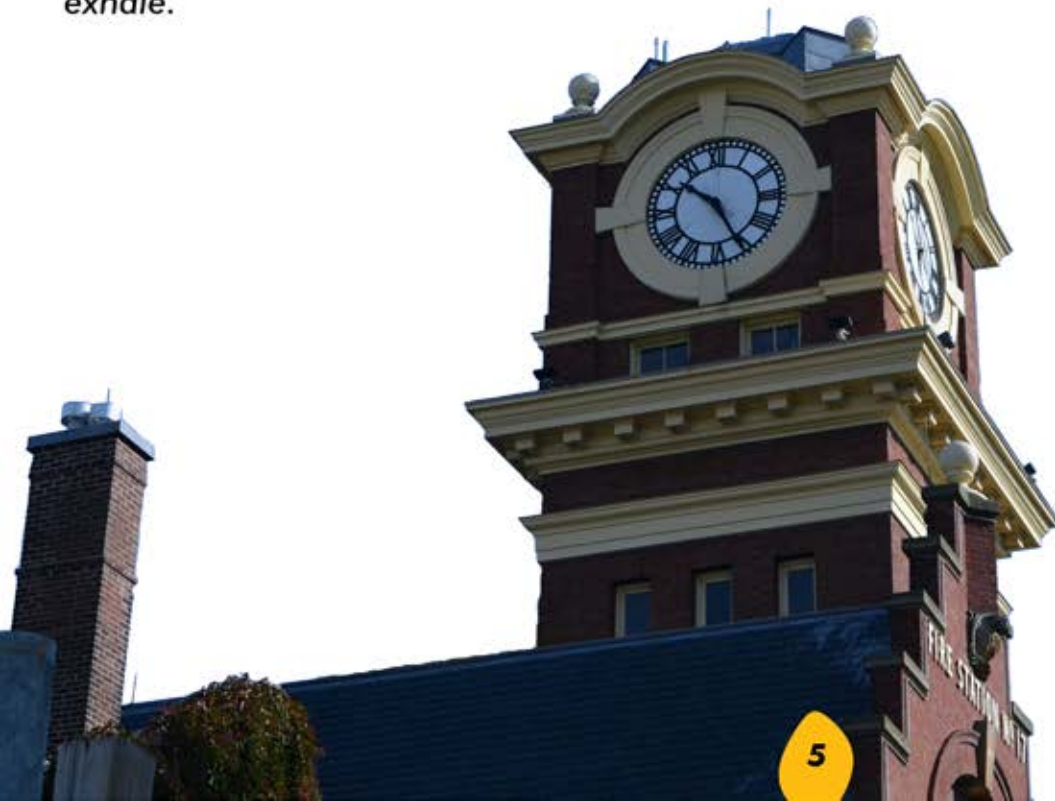
"It's nice to meet you, my name is Joanne, I'm relatively new to the sector. I've done several education-based roles at a number of institutions, including _____ museum, where I implemented a new program. I've tried to learn more and more and build on my experiences, and am really keen on learning about ways small museums are experimenting and engaging new audiences in technology!"

How can I practice self-care at Conference?

We hope that you'll take advantage of all the learning and networking opportunities the OMA Conference has to offer. There's a lot of activity packed into two intense days, and it's perfectly normal to need a break after a while. Whether you're more introverted or extroverted, the pressure to expand your professional network and meet others can be overwhelming! Here are some tips for avoiding Conference burn-out:

- **Plan ahead.** Research the Conference and its speakers ahead of time. Doing this will mean that you'll have less to try to absorb while you're at Conference. Make sure to check out the list of speaker biographies on the OMA Conference website.
- **Take breaks.** Recognize when you're getting tired. Try scheduling "recharging" breaks ahead of time. You don't have to fill every time slot with activities.
- **Pick a quiet spot** to escape to if you need a moment away from the crowd. Conference's **Take-a-Minute Tables** may be the ideal spot for a break, offering crafty activities.
- **Know your limits.** Try to set goals which seem reasonable to you. (Example: meeting three new people)
- If you're more introverted, try to spend parts of Conference with extroverted colleagues, to help facilitate introductions and conversations.
- Stay hydrated and don't overdo the unlimited coffee!

Got a minute to spare now? Take 5 long breaths, paying attention to each inhale and exhale.



During Conference

What should I know?

- **Study Tours:** Prior to Conference, on the Wednesday, there will be two tours, designed to be interactive and practical, and give you a chance to learn from the fascinating work happening at museums in Toronto. (Separate registration required at bit.ly/18Study)
- **Opening Reception:** This Wednesday night event, happening this year at the Royal Ontario Museum, is a great opportunity to begin networking with other museum professionals.
- **Registration Check-In:** Arrive early to pick up your nametag, avoid lines, and familiarize yourself with the venue! OMA staff will be at the Registration table throughout the Conference if you have any questions.
- **Local Arrangements Committee (LAC) Welcome Table:** Make sure to visit the LAC table to receive a delegate bag and delegate list! If you have any questions about how to get around Toronto or want suggestions from a local, this is the place to ask!
- **EXPO Hall:** Be sure to check out the EXPO! This is the chance to meet individuals, businesses, and museums providing state-of-the-art products or services to the museum community. The EXPO is a great way to find out what's going on in the museum world.
- **OMA Annual General Meeting:** Aside from the fact that this is where you'll find breakfast on Friday morning, the AGM is a really important part of the conference and a great opportunity to learn more about how the OMA works. As a member, it is your responsibility to actively engage with the association, vote for the Council, and stay informed. There are also opportunities to join committees and become more involved in leadership.
- **Saturday's Museums à la Carte:** If you have plans to stay for the full Conference, don't miss the chance to explore Toronto's museums! Many will be open to Conference delegates on the Saturday after the Conference ends.



Additional EMP Activities

GOEMP Expo Booth

New this year, there will be a GOEMP Booth in the EXPO Hall on Friday. If you're looking for more GOEMP-related information or would like to meet GOEMP Committee members, make sure to visit!

Conference Connections

Conference Connections is back at OMA Conference 2018 for the fifth year! Each year at the Conference, this successful mentorship matching program helps emerging museum professionals connect with those more experienced in the field. From there, the connection is what you make of it! Registration is open until October 5, 2018.

Trivia Night: In Partnership with Ischool



UNIVERSITY OF TORONTO
FACULTY OF INFORMATION

Back by popular demand! Come join this informal pub and trivia night hosted by the GOEMP following the Opening Reception. Trivia night is open to everyone.

When: 8-11pm

Where: The Fortunate Fox, 280 Bloor St. W.*

(*Subject to change: visit bit.ly/OMAConf2018 for latest updates)

Post-Conference

How do I make sure people don't forget me?

By the end of Conference, hopefully you'll have made lots of connections with other professionals in the field. Here are a few suggestions to help make those connections stick:

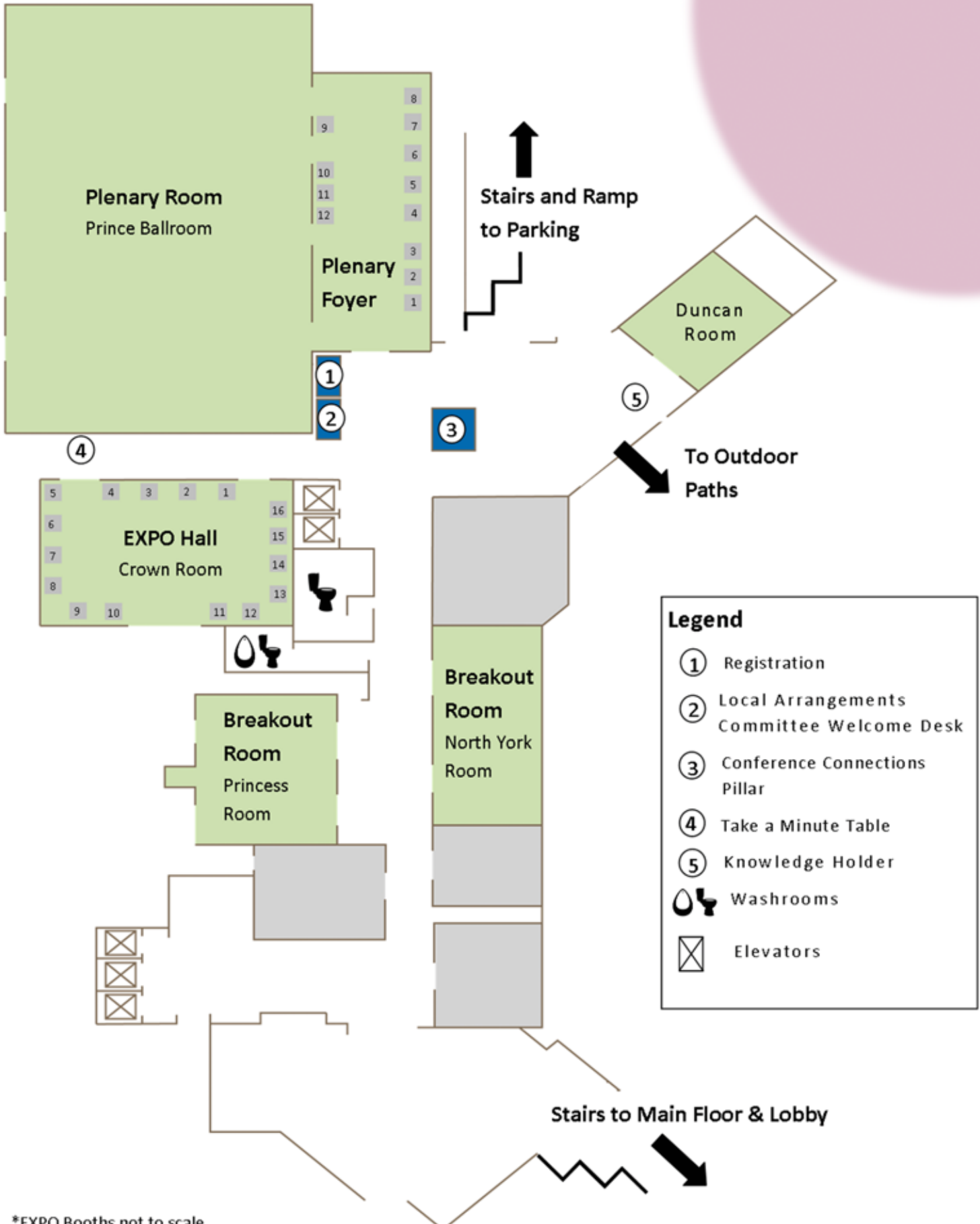
- Don't give people a chance to forget you! Send a follow-up email the day after Conference has ended to anyone you'd like to continue talking to.
- Have an updated CV ready to go so you can send it to anyone who may have asked for one.
- The occasional mention or link on social media is another great way to stay in touch with people you've met.
- If you were disappointed that you didn't get a chance to talk to someone at Conference, send them an email saying so!

Example email:

Hello John,

It was a pleasure meeting you at the OMA Conference this year. I really enjoyed getting the opportunity to briefly speak with you about your role as Program Director and the exciting new year ahead at your museum. As mentioned, I am trying to switch roles in my career and I'd love to hear more about your programs. I'd really appreciate an opportunity to job shadow you and better understand your role, if it might be possible in the future. I look forward to your response. Thank you.

Conference Notes



Legend

- ① Registration
- ② Local Arrangements Committee Welcome Desk
- ③ Conference Connections Pillar
- ④ Take a Minute Table
- ⑤ Knowledge Holder
- 🚻 Washrooms
- ⊠ Elevators

*EXPO Booths not to scale.

**Floorplan subject to change

Looking for a Hotel Roommate? Need a Ride to Conference?

Join the GOEMP Facebook group to meet up with other EMPs heading to Conference.

* <https://www.facebook.com/events/1829911970637115/>

**For access, you have to be a member of the GOEMP Facebook group*

Contact

Group of Emerging Museum Professionals (GOEMP)

For more information about EMP activities and initiatives in Ontario, join the GOEMP Facebook group!

Reach us by email at ontariogoemp@gmail.com

Visit our website at www.goemp.wordpress.com

Get our attention and see what's going on by using the hashtag #GOEMP

Ontario Museum Association (OMA)

For more information about the OMA visit our website at www.members.museumsonario.ca

Have some feedback you'de like to share about this year's Conference? Please let us know by sending an email to conference@museumsonario.ca

Tweet us at [@museumsonario](https://twitter.com/museumsonario)



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