

**Behind the Scenes at the Waterloo Region Museum
Wednesday, November 2, 2011 - 12:00 to 4:30 p.m.
Waterloo Region Museum**

Is your museum planning facility upgrades or new construction in the near future?

Want to learn what it takes to plan a new facility in the current environment?

Then this overview of the challenges and successes will help you move your plans forward.

Background of the LEED Certified Waterloo Region Museum:

In May 2010, the new Waterloo Region Museum opened at the entrance to Doon Heritage Village in Kitchener. The 47,000 square foot building and related investments in staffing and operating budgets has resulted in a new mission, vision and many new procedures at the facility. Hear regional staff and consultants **share their behind-the-scenes experience in the innumerable changes that began several years ago and continue to take place as the museum reinvents itself.**

What topics will be covered during this one-of-a-kind tour?

- *Facilities Management:* Get a detailed tour of the museum, **including the spaces that the public never get to see, such as the HVAC and electrical rooms, offices and storage room.**
- *Human Resources:* With a larger museum comes a much bigger staff. **Hear how the museum dealt with stress and change management issues, as well as the museum's new organizational structure which accommodates more than a doubling of full time positions.**
- *Volunteer Management:* With volunteers contributing more than 12,000 hours a year, learn about **the software used by the museum to manage volunteer contributions.**
- *Event and Space Rental Management:* The museum has been planned to be a centre for community gatherings. **See the software as well as discuss the challenges of managing multiple rental spaces.**
- *Marketing:* From Doon Pioneer Village, to Doon Heritage Crossroads, to the Waterloo Region Museum, **learn about the rebranding of the museum and the thinking that went into the museum's name change.**
- *Front-Of-House Guest Services:* **See how the museum has positioned guest services as one of the cornerstones of its operations, including a tour of the washrooms!**
- You'll also take a whirlwind tour of the Waterloo Region Cultural Centre to see artifact storage, conservation labs and a recently completed \$1 million addition that incorporates an exhibit design studio and exhibit fabrication shop.

Who will benefit from participating in this unique, behind the scenes learning opportunity?

Directors, CEOs, Site Managers, Board Members of mid to large sized museums.

**SPACE IS LIMITED TO 20 PARTICIPANTS — FIRST COME, FIRST SERVED!
REGISTER TODAY TO AVOID DISAPPOINTMENT**

Registration Form

Waterloo Region Museum Behind-The-Scenes Tour

10 Huron Road - Kitchener, ON, Canada, N2P 2R7

Wednesday, November 2, 2011 - 12:00 - 4:30p.m.

*Please arrive 15 minutes early to the Waterloo Region Museum (11:45a.m.)

*Study Tour participants are responsible for their own transportation to and from the Museum.

COST

Exclusive rate for OMA Conference Delegates:

OMA Conference Delegates: \$35.00 + \$4.55 HST = \$39.55

Non Delegates:

Non-Delegates - OMA Members: \$45.00 + \$5.85 HST = \$50.85

Non-Delegates - Non-Members: \$60.00 + \$7.80 = \$67.80

Registration fees include lunch and a break.

Cancellations received up to 10 business days prior to the tour are subject to a 25% fee.

Cancellations received beyond this date are non-refundable.

This behind-the-scenes tour is brought to you by:



REGISTRATION

Contact the Ontario Museum Association to register or complete the following form and fax or mail to the OMA.

First Name: _____ Last Name: _____

Institution/Affiliation: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

PAYMENT: Cheque Money Order VISA MasterCard

Card No.: _____ Cardholder: _____

Expiry Date: _____ Signature: _____

Please make cheques payable to "Ontario Museum Association"

Return one copy of this form **per person** with payment to:

Ontario Museum Association, 50 Baldwin St., Toronto, Ontario M5T 1L4

Tel: 416-348-8672 | Toll-free: 1-866-OMA-8672

or Fax with Credit Card information to: 416-348-0438

GST No. 10779 8522 RT0001

REGISTER EARLY AS A LIMITED NUMBER OF SPACES ARE AVAILABLE

***Tours are subject to changes and cancellation.**