



Champion Museums. Nurture Excellence.

Museums Advocacy Day 2017

Schedule At-a-Glance

(as of 11/1/16)

SUNDAY, FEBRUARY 26

2–5 p.m.	Registration and Materials Pick Up
3:30-4:30 p.m. (Optional Program)	Meet AAM's Lobbyist Learn how to prepare for meetings with your legislators and then get help doing your homework from the Alliance's Capitol Hill lobbyist. Bring your own laptop or mobile device for maximum impact.
3:30-4:30 p.m. (Optional Program)	Student Advocates Meeting We invite our student advocates (along with university representatives) for a special briefing, especially for those participating for the first time.
6-7:30 p.m.	Welcome Reception All advocates are welcome! We will also honor our Star Advocates, participating in Museums Advocacy Day for the 5 th time!

MONDAY, FEBRUARY 27

8–8:45 a.m.	Registration and Networking Breakfast
8:30 a.m.	Welcome and Orientation We formally kick off our two-day program.
9-10 a.m.	Briefings from federal agency leaders
10 a.m.	Break
10:15-11:15 a.m.	Advocacy Primers—Concurrent Sessions These sessions are designed to help you achieve success on Capitol Hill and to leverage these skills on the state and local level.
11:15 a.m.	Break
11:30 a.m.	Call to Action for Nonprofits Learn the issues at stake for nonprofits, including charitable giving, tax policies, and other issues affecting nonprofit museums.
12:15–1:15 p.m.	Networking Lunches Meet advocates from your state and region to begin preparing for Tuesday's visits to Capitol Hill
1:30-2:45 p.m.	Capitol Hill Briefing Get the latest developments on the key policy issues facing museums, including what we are asking for and how to frame the issues. This session is essential for everyone joining us on Capitol Hill, so we can speak with a unified voice and maximize our impact.
2:45 p.m.	Break

3-3:45 p.m.	Concurrent Public Policy Briefings Not every policy issue affects every museum, but that doesn't mean they aren't vital to our cause. Get all the details on issues that may be of particular interest to you or to your museum. Learn what's going on and how to best make your case.
3:45 p.m.	Break
4-5 p.m.	Prepare and Practice Your Hill Visits Re-convene with fellow advocates from your state and region and plan (and practice!) your Hill visits

TUESDAY, FEBRUARY 28

8-9:30 a.m.	Congressional Kickoff and Breakfast on Capitol Hill Get inspired and get ready to take our unified message to Congressional offices.
9:30 a.m.- 5:30 p.m.	Meetings on Capitol Hill The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized schedule will be available—via electronic format—when you check in at the Washington Plaza Hotel on Sunday afternoon or on Monday morning.
5-7 p.m.	Congressional Reception Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. We look forward to celebrating our 2017 Congressional Honorees and the 2017 Champion of Museums awardees.