Thank you for participating in the American Alliance of Museums 2017 Annual Meeting & MuseumExpo session proposal submission process! The American Alliance of Museums Annual Meeting & MuseumExpo is the largest, most diverse gathering of museum professionals in the world! The annual meeting draws over 5,000 attendees from all over the U.S. and over 50 other countries. Sessions presented during the annual meeting address subject matter of concern to those working within museums of all types and each functional role.

In submitting a proposal you are contributing to advancing the professional development and enrichment of your colleagues. We have developed these guidelines to help make your submission a success. Please read the guidelines in their entirety before starting the process. We strongly encourage you to print a hardcopy version for your reference as you develop your proposal. We have also prepared an AAM Resource Directory for your reference should you need technical, content and/or general assistance. If you have any questions please don’t hesitate to contact us. We are here to assist.

Annual Meeting Purpose

The purpose of the annual meeting is to:

- Convene the museum community to share knowledge and expertise
- Assist museums and their staff to operate at the highest professional level
- Create a dynamic and engaging environment that inspires reflection, renewal and reaffirmation of the important contribution museums make to society
- Conduct the business of the Alliance

The meeting achieves this purpose by:

- Creating networking opportunities
- Disseminating best practices and advancing professional standards
- Supporting the management and operational needs of museums
- Showcasing products and services
- Providing valid and reliable information
- Discussing leading edge issues and concerns

As a result of these opportunities annual meeting attendees are better able to:

- Build their knowledge and skills
- Enhance their institution’s capacity to better serve the public
- Become revitalized professionally and personally
- Feel connected to the association and larger museum community
Proposal Submission Timeline

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National Program Committee

The National Program Committee is responsible for the review and selection of program sessions and work to ensure that the program reflects a thoughtful balance of institutions, topics and perspectives. The committee is comprised of museum professionals representing diverse professional expertise, regional affiliations and institutions.

Evaluation Criteria

The National Program Committee uses the following criteria when reviewing session proposals:

- The session ideas, purpose and learner outcomes are clearly focused and well-articulated
- The qualifications and rationale for presenters clearly support the purpose and learner outcomes of the session proposal
- The session proposal is organized, well-conceived and well-developed
- The topic is important, timely and relevant (*this may include emerging trends, technology, global perspectives, or other content that is boundary pushing, thought-provoking and unique*); Visit [http://www.aam-us.org/resources/center-for-the-future-of-museums/projects-and-reports/trendswatch](http://www.aam-us.org/resources/center-for-the-future-of-museums/projects-and-reports/trendswatch) for more information
- The format is interactive, promoting connection and networking rather than the traditional lecture and PowerPoint format; participants are encouraged to interact, share ideas, and learn in a variety of ways
- **The proposal content can be applied to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size**
- Proposal presenters/moderators should reflect diverse communities and viewpoints
- Each session includes **at least one museum professional** employed in a museum as a presenter or moderator

Proposals may NOT be accepted based on the following criteria:

- Topic is too narrowly focused to have broad appeal
- Topic does not offer any new insights or innovation in the area
- Proposal description lacks clarity and/or specificity
- Proposal content lacks applicability to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size
Disqualification

The following will result in disqualification and disqualified proposals will not be reviewed by the National Program Committee:

- Proposals that have the appearance of being “too commercial” focused on specific products and services
- Proposals that do not include a museum professional employed in a museum as a moderator or presenter
- Proposals that have not been “submitted” (You will be able to save proposals in development, but will be required to “submit” proposals that should be reviewed by the NPC)
- Proposals that are incomplete (e.g. Presenters are not listed)

Diversity, Equity, Accessibility and Inclusion

The American Alliance of Museums respects, values and celebrates the unique attributes, characteristics and perspectives that make each person who they are. We believe that our strength lies in our diversity among the broad range of people and museums we represent. We consider diversity and inclusion a driver of institutional excellence and seek out diversity of participation, thought and action. It is our aim, that our members, partners, key stakeholders and programs reflect and embrace these core values.

Login Instructions

In order to organize and submit a session proposal you must have an AAM ID and password, or create one during the login process. Once you log-in you will automatically return to the Session Proposal landing page. On this page you can: “Create A Proposal” or “Edit My Proposals”

Create a Proposal

You are required to complete all sections of the form and click the “Submit” button by September 2nd for your proposal to be reviewed by the NPC. After you click “Submit” you can no longer make edits. Each Session Organizer is limited to submitting up to two proposals to be reviewed by the National Program Committee.

IMPORTANT NOTE: Be sure to save your proposal often as the form will time out after 20 minutes and any unsaved changes will be lost. You may develop your session proposal over time.

Session Organizer

The submitter or “Session Organizer” is responsible for confirming moderator and presenter participation prior to September 2nd. If the proposal is accepted, the organizer will serve as the session’s primary point of contact and will be responsible for coordination between session
moderators and presenters. The Session Organizer will NOT be listed in publications. If you are both a session organizer and presenter or moderator, you must also enter yourself as a presenter/moderator in the appropriate field.

**Proposed Session Title**
Your session title should not exceed 60 characters (approximately 10 words). We encourage you to develop a title that is not only catchy, but also accurate to the session content. AAM reserves the right to edit accepted session titles.

**Published Session Description**
Your published description should be no more than 750 characters (approximately 125 words). Descriptions should be compelling, but must also be concise and clearly articulate learning outcomes that participants will learn if they attend your session. **Descriptions should align with your selected session format.** This description will be displayed on the AAM website, mobile app and any other published meeting materials. AAM reserves the right to edit accepted session descriptions.

**Learning Principles**
Please incorporate the Learning Principles and reference the Evaluation Criteria as you develop your proposal.

- The AAM audience is diverse and has a rich background of knowledge and experiences. They learn best when experiences are acknowledged and new information builds on their past knowledge and experiences.

- For the most part, attendees are pragmatic in their learning and want to apply their learning to present situations. If the information is theoretical, they want to see a clear connection to their situations.

- Sessions that have received the highest ratings have been those where attendees have been active participants in the learning process rather than passive recipients of knowledge.

**Information for Reviewers**
Please provide the reviewer with additional information that supports your session proposal. This information should include pertinent information such as supporting details about the session content, presenters, or structure that has not already been provided. **We are specifically interested in knowing how the session and/or its presenters reflect Diversity, Equity, Accessibility and Inclusion.** You may also share other information that the reviewers may find interesting *(e.g. Has this content been presented elsewhere? Did this program win an award? Are there interactive components planned?)*

Additional information for Reviewers is limited to 750 characters. **This information will not be published.**
Moderators and Presenters

All moderators and presenters must have an AAM profile. Session Organizers, please check with your moderators and presenters to ensure that their AAM profile is up-to-date prior to September 2nd. You are required to list the names and bios for each moderator and presenter when proposals are submitted. You must also include a short bio for the moderator and each presenter. Bios should support the skills and knowledge the uniquely qualify presenters in the session and not exceed 450 characters each. If accepted, presenter and moderator bios will be included in publications. Once the session is accepted, presenters and moderators included in the proposal are expected to participate in the session onsite. Any changes made after the acceptance may result in session cancellation. Proposals must include at least one museum professional working in a museum as moderator or presenter; exceptions may be considered Case Study sessions, which are delivered by a single presenter.

Learner Outcomes

Learner Outcomes are the new skills, strategies and knowledge participants will gain as a direct result of participating in your session. Provide three concise outcomes, not exceeding 150 characters each (approximately 20 words); to be considered by reviewers and included in published meeting materials. Learner Outcomes must be complete sentences and thoughts, completing the sentence “Participants will learn to…”

Tracks (Appendix A)

Tracks are designed to help participants find sessions that relate to their job or functional area. However, content should be designed to appeal to museum professionals across disciplines. Participants are encouraged to attend sessions in various tracks in an effort to gain new perspectives. AAM aims to incorporate diverse and global perspectives into all Annual Meeting tracks. Review Appendix A and familiarize yourself with the track descriptions and primary audiences before making your selection. You may select only one track. The National Program Committee reserves the right to move proposals to another track that they may deem to be more appropriate.

Session Formats (Appendix B)

Review the session formats (Appendix B) carefully before making your selection. Session formats and room set-ups have been pre-determined and may include specific methods of audience engagement and interaction. By submitting a session, you acknowledge that you understand and agree to present in the format selected. You may select only one session format.

Select one of the following session formats:

- Case Study
- Classroom
- Storytelling
- Talk Show

The standard audio-visual (A/V) set-up consists of an LCD Projector, Screen and microphones. Special A/V requests and session formats will be considered, but not guaranteed.

Session Organizer Agreement
You must read and acknowledge the following in order to submit a proposal.

As the Session Organizer, you are responsible for planning the session from conception to delivery and maintaining communication between moderators, presenters and AAM. In this role you are also responsible for ensuring that the presentation achieves the purpose and learner outcomes.

If my session proposal is accepted, as Session Organizer, I understand and agree to the following:

- I understand that the scheduling of my session is at the discretion of AAM, without exception.
- I will submit all required information by the designated deadline(s).
- I will submit all required forms and materials (e.g. Speaker Agreement, Handouts, and PowerPoint slides) by the requested deadline.
- I will confirm the participation of the session moderator and presenters prior to submitting the proposal.
- I will communicate with moderators and presenters about meeting expectations and deadlines in a timely manner, and follow-up with them as needed.
- I will help to support the facilitation of the session.
- I will review all session handout materials in advance of the meeting to ensure quality and consistency.
- I will communicate any special accessibility and session needs to AAM on behalf of the session moderator and presenters in a timely manner.
- I understand that all moderators and presenters are responsible for their own registration and travel-related expenses.
- I understand that all presenters and moderators will receive a “Presenter Rate” to attend the conference and must register and pay to attend the annual meeting by the Early Bird Deadline.
- I understand that, complimentary In/Out passes will be available to presenters who are only able to participate in their session.
- I agree that my session is being reviewed and considered based on the presenters proposed. If accepted, any changes to the proposed presenters may result in my session being cancelled.
I understand that all presenters and moderators will attend the meeting in-person; remote participation will not be permitted by AAM unless it was included in the initial proposal.

I understand that by submitting a session, I provide consent for AAM to record my presentation in audio and/or visual form. I understand that AAM will be the sole copyright owner of the recording and can distribute and sell it, along with any supporting materials. Upon request, AAM will provide me with one complimentary copy of the recording, however, I agree not to sell, distribute, stream over the Web, or otherwise use the recording received by AAM in any way other than for my personal archival use, except with the prior written consent of AAM.

I understand and agree that if my session is accepted, it will be presented with the content and in the format in which it was submitted.

Failure to meet these obligations will jeopardize your session’s acceptance, and your ability to submit future AAM annual meeting proposals.
Save Proposal

Click on the “Save Proposal” button at the bottom of the form to save any changes to your proposal as it is in the development phase. You will still be able to view and make changes to your proposal.

IMPORTANT NOTE: Be sure to save your proposal often as the form will time out after 20 minutes and any unsaved changes will be lost. You may develop your session proposal over time.

Complete & Submit

Submission
All fields are required in order to “Complete & Submit” your proposal.

You must click on the “Complete & Submit” button at the bottom of the form to submit your final proposal for the National Program Committee to review by September 2nd. You may only submit two session proposals. Once you have submitted your proposal you will not be able to make changes.

Confirmation
A confirmation email will be sent upon submission of your proposal. If you do not receive a confirmation when you hit the submit button, contact AAM to confirm receipt (proposal@aam-us.org). After September 2nd, the submissions move on to the review phase.

National Program Committee Review
After the September 2nd deadline, the National Program Committee will complete an online review using the Evaluation Criteria included in this document. This review will occur from September to October. The committee will meet in mid-October to discuss each proposal and make final decisions. Submitters will be notified of acceptance status by December.

Edit My Proposals
Use the “Edit My Proposals” button to make changes to your in-progress proposal. You will have access to the most recent version that you have saved. You can continue to edit your proposal after saving. You cannot edit your proposal after clicking “Complete & Submit.”

Withdrawing a Proposal
Use the “Edit My Proposals” button and scroll down to “Status”. Select “Withdrawn” from the drop-down menu and click “Save Proposal”. You can no longer view, edit, or submit your proposal once it has been withdrawn.
AAM Resource Directory

Staff Contact Information
We are here to help. If you have questions or concerns, please contact the following departments for assistance.

Login Assistance
Membership@aam-us.org

Technical Assistance
Helpdesk@aam-us.org

General Questions
Proposal@aam-us.org

If you prefer to reach an AAM staff member by phone, please give us a call:

Monday – Friday
9:00 am – 5:00 pm Eastern Time

Phone: 202-289-1818
Toll Free Phone: 866-226-2150

Professional Network Assistance
The Professional Networks are available to help with the development of your session proposal. They are also a valuable resource for questions regarding the content development. The contact information for the Professional Networks is available on the Annual Meeting proposal submission site on the Content Assistance page.