Technology Innovation Stage Schedule

Gateway Ticketing
Monday, May 8
2:00 pm-2:30 pm
How to Increase Engagement to Foster Visitors for Life

Creating a visitor for life begins the moment a guest decides to visit your museum. Fostering that relationship requires on-going communication beginning with the admission purchase and continuing throughout the guest journey. Learn how to use technology to help cultivate a museum advocate from a single guest visit.

Presenter: Jamie Elswick

GuideID
Monday, May 8
3:00 pm-3:30 pm
How to create a legacy for your stories and a connection with your visitors

This session draws on recent cases studies to identify how you can use a simple audio guide to connect with visitors and offer them the opportunity to continue the stories post visit therefore creating a legacy for your collection.

Presenter: Jeff Danziger

Lucidea
Tuesday, May 9
10:30 am-11:30 am
Argus has the right IDEA: Collections Management for All

The accessibility imperative applies to visitors and museum staff; internal users require full access, regardless of location, device or browser, and efficient features and processes supporting effective workflows, expanded curation, and managerial reporting.

We’ll demonstrate the many ways Argus supports Inclusion, Diversity, Equity, and Accessibility for all. Always has, always will!

Presenter: Ilene Slavick
Wordfly
Tuesday, May 9
1:30 - 2:00 pm
Send smarter email with WordFly

Ready for an email marketing upgrade? WordFly was built for the arts and the world's best museums look to WordFly for powerful digital messaging that makes an impact. Come see a whole new way to send gorgeous email that engages your audience. Visit www.wordfly.com.

Presenter: Kirk Bentley

Science North
Tuesday, May 9
2:30 - 3:00 pm
Ready? Set? MOVE: Motion-Capture their Attention

Discover how to engage your visitors on a whole new level using cutting edge motion-capture technology and innovative storytelling. Join the Science North team to learn about this next generation of immersive theatres.

Presenter: Ashley Larose, M.Sc.

ETIX
Tuesday, May 9
3:30 - 4:00 pm
Email Collection 101: Why Building Your Email Matters

While email collection is essential for any organization, many marketing departments are plagued with limited resources and struggle to have a cohesive collection strategy. In this session we will discuss why regular and systematic collection is vital and explore the best strategies for your database to grow and thrive.

Speaker: Aaron Bare