

Be sure to catch these PRAM sessions and events!

All sessions below are endorsed by PRAM. Bolded sessions were sponsored by the PRAM program committee.

SUNDAY, MARCH 23, 2010

1:15 PM–2:30 PM

- **Evaluating Social Media Efforts**
- *The Cultural Traveler: Trends & Opportunities*

2:45 PM–4:00 PM

- **Museum Marketing Collaborations that Bolster Attendance and Diversify Audiences**
- *Delving Beyond Zip Codes to Deepen Relationships and Identify Evangelists*
- *How to Demonstrate the Public Value of Museums*

Double Session: 2:45 PM–5:30 PM

- *To Form a More Perfect Union: Creative Partnerships with Immigrant Communities*

4:15 PM–5:30 PM

- *Engaging Audiences and Communities: Lessons from Libraries, Performing Arts, Parks and Faith Communities*
- *Managing Foreign Travel Risks*
- *Secrets of the “Magnetic Museum”: Turning Moments of Success into Momentum*
- *The Consultant Love Connection: Who Do You Call First?*

PRAM/DAM Reception

6:30 PM–8:30 PM | The Edison Downtown

MONDAY, MARCH 24, 2010

9:00 AM–10:15 AM

- **In This Together: Museum-Wide Strategies to Strengthen Visitor Experiences**
- *Membership Without Boundaries: Membership Planning for Significant Growth*
- *The Next Generation of Visitors: Creating Experiences for Millennials*

PRAM Annual Business Lunch

12:15 PM–1:45 PM

Speaker: John Schreiber, Executive Vice President, Social Action and Advocacy, Participant Media.
Sponsored by PIMZLO Media Inc.

2:15 PM–3:30 PM

- **Reaching Latino Audiences: Successful Marketing and Communications Strategies**
- *Building Synergy: Translating Strategic Vision into the Daily Lives of Museum Staff*
- *75 Winning Ideas in 75 Minutes*
- *Blogging and Tweeting and Facebook, Oh My! Web 2.0 for Small Museums*
- *Demographic Transformation and the Future of Museums: Trends and Implications*

PRAM sessions and events

MONDAY, MARCH 24, 2010 (continued)

PRAM Marketplace of Ideas

3:30 PM–5:30 PM

TUESDAY, MAY 25, 2010

PRAM Annual Networking Breakfast

7:30 AM–8:30 AM

9:00 AM–10:15 AM

- ***Steal This Session! Taking and Using the Best from Contemporary Culture***
- *Visitor Studies 101: Collecting and Interpreting Visitor Data*

2:00 PM–3:15 PM

- *Innovative Technology: Breaking Down Barriers between the Physical and Virtual Museum Experience*
- *Museum Marketing Goes Social: Best Practices for Adding Social Media to Your Marketing Mix*

Double Session: 2:00 PM–5:00 PM

- *Engaging Diverse Donors: Developing Supportive Relationships with Latino, African American, and Asian American Communities*

WEDNESDAY, MAY 26

9:00 AM–10:15 AM

- ***Brand Longevity: Maintaining Brand Visual Identity Across Departments and Communication Channels***
- *Inclusive Practice: Examining the Role of Organizational Dynamics in Serving Underrepresented Communities*

3:45 PM–5:00 PM

- *Creating Effective Visitor Experience Teams*
- *The Risky Business of Audience Development: Three Institutions' Innovative Approaches*