



SESSION PROPOSAL GUIDE

#VEX22

This October, visitor experience professionals from around the world will come together at the 11th annual Visitor Experience Conference. Over an engaging 3 days, they will share their expertise, learn from each other, generate new ideas, and celebrate the amazing and relevant work being done in the cultural field.

WHAT WE'RE LOOKING FOR

This year we are looking at ways we can come together in our field after a long time apart. How can the power of collaboration better our work, our profession, and ourselves? What new ideas are you implementing in your institution? Who in your community are you working and partnering with? How are you welcoming visitors back into your space? What changes have been implemented as your institution has returned to a regular schedule?





SHARE YOUR STORY

Get together with your team and submit your session proposal for the 2022 Visitor Experience Conference. Proposals must be submitted by Friday April 15, 2022. Only complete submissions will be reviewed.

What are we looking for in a good presentation?

- Presentations that have clear take-aways that fellow colleagues would find valuable to their everyday work.
- Unique ideas and projects that have been tested and applied to reveal a visible difference in operations at your institution.
- **Sessions that bring diverse perspectives** - consider who is presenting. Is your panel representative of different genders, races, economic backgrounds, work level, etc.
- Clear and concise titles and descriptions related to your content that give attendees a snapshot of what they will gain from your session.

DEVELOP A SESSION THAT ROCKS IN 3 STEPS

1

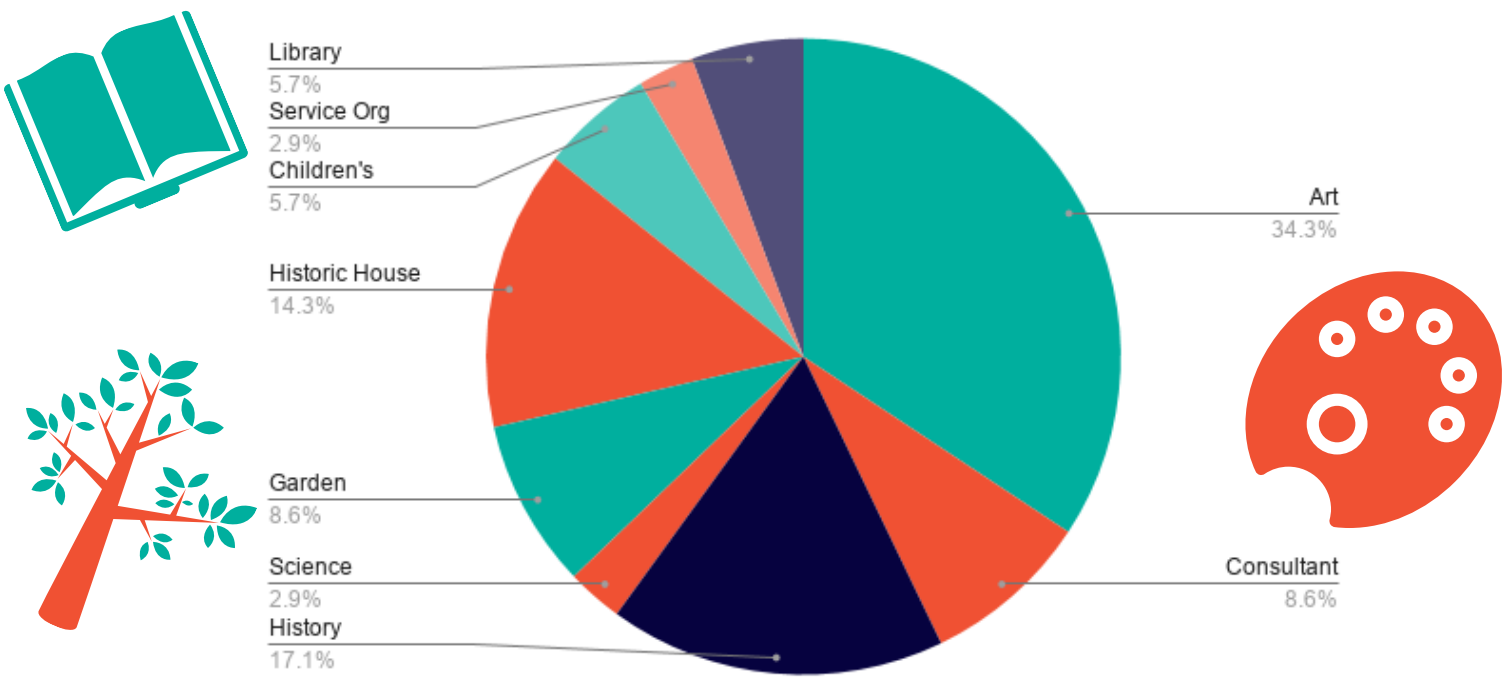
KNOW YOUR AUDIENCE

VEX welcomes over 250 visitor experience professionals from around the world each year. These individuals come from a variety of backgrounds ranging from the front line ticketing team to the President/CEO of an organization. You don't have to provide something for each of these but be clear on who you want to speak to or how you can make it work for a variety of levels. Take a look at some of the institutions and job titles from 2019:

2019 PRESENTER TITLES



TYPES OF ORGS OUR 2019 PRESENTERS REPRESENTED



2

KNOW YOUR STYLE

Presentation style and format can make or break what you'd like to communicate. Choose your styles based on how you'd like to interact with your audience.



Lecture
Panel Discussion
Roundtable
Technology Demo
2-3 Hour Workshop

3

KNOW YOUR TOPIC

This is it, the meat and potatoes and your proposal. What topic are you sharing with your fellow colleagues? Be sure to:

- Have primary objectives/goals of the session.
- Know what you want your audience to take away from this session.
- Let the committee know if there is anything about your topic/session that will not be included in the description but is important as to why you should be selected.
- Have an interactive or action element that will get your colleagues inspired.
- While case studies are nice, please balance them with actionable and concrete ideas that attendees can use at their own institutions.



TOPIC IDEAS

Popular session topics from years past:

- Welcoming New Communities
- Accessibility
- Visitor-Centered Strategic Planning
- Master Planning/ Building Re-design
- Construction
- Innovative Wayfinding
- Visitation Models
- Adapting in a pandemic
- Inclusion Initiatives
- Evaluation Strategies
- Partnerships/Corporate Partnerships
- Innovative Programming
- Community Engagement
- Membership

General topics are also welcome:

- Internal and External Communication
- Sustainability
- Dealing with Difficult Situations
- Staffing, Training, and Hiring
- Leaving the field
- Performance Reviews/Appraisals
- Staff Retention Programs
- Volunteer Services
- Retail Services
- Budget Basics
- Security/Public Safety
- Other



SUBMIT YOUR PROPOSAL TODAY!

Please follow these guidelines for submitting:

- Proposals must be submitted by midnight EST on April 15, 2022. Only complete submissions will be reviewed.
- Sessions are 60 minutes in length (this includes time for question and answers).
- If there is more than one presenter working on a proposal together, please establish a point of contact.

[Fill out this form to submit your proposal](#)

SAMPLE SESSIONS

A New Hope: Connecting Collections and Creating Community Partnerships - VEX18

- Abbie Edens – Director of Education at the Columbus Museum, Georgia
- Christy Barlow – Academic Programs Manager at the Columbus Museum, Georgia



Join staff from The Columbus Museum to explore programs that reached new audiences through making creative connections. New acquisitions, exhibitions, or even Pop Culture references has the potential to become the catalyst for new partnerships and programming that will expand your audience reach and appreciation for the stories you tell.

Going Undercover: When Guest Services Trains As Security - VEX19

- Christine Goerss-Barton, Guest Services Manager, Albright-Knox Art Gallery

Other than admissions, who are your institution's guests most likely to interact with? If the answer is Security, how does this help or hinder the guest experience? One Guest Services team went undercover to become licensed guards to find out how two divergent departments could possibly serve the same goal: securing the happiness of all visitors.



FAQ

Where/when is the conference?

VEX22 takes place over October 12-14, 2022 in Cleveland, OH. Your presentation will take place on Thursday, October 13, 2022 at the Cleveland Museum of Art in either one of their lecture halls or a classroom. The museum is about a five minute walk from the official conference hotel, the Glidden House.

Is there any compensation for presenting?

Presenters will not be compensated for travel or time spent, but speakers will receive complimentary registration to the conference and keynote sessions along with a small stipend for presenting..

When will I know if my session was accepted?

Decisions regarding the selection of sessions and panelists will be e-mailed to all candidates by mid-late May of 2022. Please email the Programming Committee at programming@visitorexperience.group or visit our website at vexgroup.org with any questions during the process.

Should I register myself for the conference?

Presenters will receive instructions on how to register themselves for the conference over the summer. You are responsible for registering yourself for any add-ons such as the welcome event, post-conference networking party, tours, and workshops.

What technology will be available?

All presenters should bring their presentation on a flash drive. The Programming Committee will contact all presenters as we draw closer to the conference date to share details regarding available technology at the Cleveland Museum of Art.

Can I submit more than one proposal?

Yes!