



TAM 2026 | MCALLEN, TEXAS

STRONGER TOGETHER

CELEBRATING COMMUNITY STORIES

SCHEDULE AT A GLANCE

START & END TIMES | EVENT | SESSION

SUNDAY, APRIL 19, 2026

6:00 PM - 9:00 PM **Opening Reception** at Museum of South Texas History (MOST)

MONDAY, APRIL 20, 2026

8:00 AM - 4:00 PM **Conference Registration**

8:00 AM - 9:00 AM **Breakfast with Exhibitors**

8:30 AM - 8:45 AM **Opening Remarks**

8:45 AM - 9:30 AM **Breakfast Keynote**
Elizabeth Merritt, Vice President for Strategic Foresight and Founding Director of the Center for the Future of Museums at The American Alliance of Museums

9:30 AM - 9:45 AM **Refreshment Break**

9:45 AM - 10:45 AM **Concurrent Sessions**
Communicating with Texas Tribes
Funding Loss: Facing the Challenges with Creative Alternatives
Destination RGV - Rural Tourism, Culture, and Nature as Economic Powerhouse
From Community to Gallery: Co-Curating LGBTQ+ History with Badge of Pride

10:45 AM - 11:00 AM **Break**

11:00 AM - 12:00 PM **Concurrent Sessions**
Career Transitions and Challenges: Looking Back/Moving Forward
The MELT & HSHAG Crossover Episode
Community Museums and University Partnerships
Community, Culture and Collaboration in Action in Brownsville

12:00 PM - 12:15 PM **Lunch Buffet**

12:15 PM - 1:00 PM **Keynote**
Adam Rozan, Director of Audience Research, Community and Strategic Partnerships Smithsonian's National Museum of American History

1:00 PM - 1:15 PM **Break**

1:15 PM - 2:15 PM **Concurrent Sessions**
TAMEL Societal Shifts Affecting the Role of Museums
Museum Security Methods
Public Programs That Wow: Engaging Audiences Where They Are
Measuring What Matters: Using Data to Build Social Connectness and Empathy in Museum Visitors

2:15 PM - 2:30 PM **Break**

2:30 PM - 3:30 PM **Concurrent Sessions**
Museum Hot Seat
From Moonshots to Milestones: Building Creative Foundations...
Big Impact, Small Budget: Creating In-House Exhibits with Limited Resources

Concurrent Burst Sessions
1. Expanding Museum Outreach Through Sustainable Offsite Engagement
2. Salt of the Earth: Honoring the Hidden Backbone of Our Museums

3:30 PM - 4:30 PM **General Session**
Museum Advocacy Open House

4:00 PM - 5:00 PM **Exhibitor Reception**

5:00 PM - 6:00 PM **Directors and CEOs Reception ***Invite Only*****

6:00 PM - 8:00 PM **Evening Event at International Museum of Art & Science (IMAS)**

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TUESDAY, APRIL 21, 2026

8:00 AM - 3:00 PM **Registration**

8:00 AM - 9:00 AM **Breakfast with Exhibitors**

9:00 AM - 10:00 AM **TAM Annual Business Meeting and Awards**

10:00 AM - 10:30 AM **Networking Break**
Award Winners Join Us on Stage for Pictures

10:30 AM - 11:30 AM **Concurrent Sessions**
Finding Your Balance: Navigating Earned vs Contributed Revenue
Ancient Landscapes of South Texas: Public Heritage Tourism & Community Education Programming
Small Town, 956
Arsenic, Pharmaceuticals, and Mold, Oh My!: Hazards in Collections

11:30 AM - 11:45 AM **Networking & Exhibitor Break**

11:45 AM - 12:15 PM **Lunch Buffet**

12:00 PM - 12:45 PM **Lunch Keynote**
Josue Ramirez, Director at Trucha

12:45 PM - 1:00 PM **Break**

1:00 PM - 2:00 PM **Concurrent Sessions**
Small Tools, Big Access: DIY Exhibits and Mobile Apps in Practice
Stronger Together: From Policy to Practice in Collection Management
Beyond Exhibits: Creating a Trusted Space for Advocacy and Community Engagement
IDEA Affinity Group Session

2:00 PM - 2:15 PM **Break**

2:15 PM - 3:15 PM **Concurrent Sessions**
Too Many Options! Reflections on Collections Management Systems
ConnectTEENing with Your Community: Building Mutually Beneficial Teen Volunteer Programs
Markers, Plaques, and Landmarks: How Historic Designations are Helping Save the Rio Grande Valley's Cultural Heritage
Interpretive Planning at Small and Medium-Sized Historic House/History Museums

3:30 PM - 4:30 PM **Academic Showcase & Museum Activations**

5:00 PM - 6:00 PM **Travel to Brownsville**

6:00 PM - 8:00 PM **Evening Event - Discover Brownsville**

8:00 PM - 9:00 PM **Travel Back to McAllen**

Self Guided Tour
Tour the RGV using TAM's guide of the cultural institutions in the region

WEDNESDAY, APRIL 22, 2026

Self Guided Tour
Tour the RGV using TAM's guide of the cultural institutions in the region

THIS IS A PREVIEW SCHEDULE AND IS SUBJECT TO CHANGES.