



VIRGINIA
ASSOCIATION
of MUSEUMS

2025 ANNUAL CONFERENCE

BLACKSBURG, VA MARCH 15-18, 2025

SATURDAY, MARCH 15

1:00 pm - 5:00 pm

Co-Creation Workshop with Monuments Across Appalachian Virginia \$

6:30 pm - 8:30 pm

Conference Kickoff: Trivia Night FREE

SUNDAY, MARCH 16

9:00 am - 6:00 pm

Registration Open

9:00 am - 5:00 pm

VMFA Art Mobile Open

11:00 am - 12:15 pm

Opening Session: The Future of Leadership in Museums

12:15 pm - 12:45 pm

First Time Attendee Meet-Up

1:00 pm - 4:30 pm

CEO/Directors Forum

1:00 pm - 2:15 pm
Session 1

Reconstructing Historic House Narratives

Considering Today Through the Eyes of Our Ancestors

In Defense of Exclusion: Because You Cannot Show Everything

Body Of Evidence: Why and How to Weave Costume and Textiles Into Your Exhibits

Transforming the Hermitage: Levering Unique Assets, Engaging Audiences, and Increasing Funding While Preserving Charm

From The Ground Up - It's Easier Than You Think To Build The Things You Need At Your Museum

2:30 pm - 3:30 pm

Exhibit Hall Sneak Peek

NEH Presentation

3:30 pm - 4:45 pm
Session 2

AI for History Research

Curating a Cell Block

Civic Museums Unite: Building Civics Muscles in Advance of 2026

Reading Between The Lines: A Library History In Black And White

Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design

Creating Christiansburg Institute Digital Archives

5:00 pm - 6:00 pm

Student Poster Session Presentations

5:00 pm - 6:30 pm

Welcome Reception/Silent Auction in Exhibit Hall

7:00 pm - 9:30 pm

Evening Event: \$

MONDAY, MARCH 17

8:00 am - 5:00 pm

Registration Open

10:30 am - 5:00 pm

VMFA Art Mobile

LVA "On the Go" Van

9:00 am - 10:00 am

Keynote Presentation with Dr. Ashley Spivey

9:00 am

Exhibit Hall Open/Silent Auction

10:00 am - 10:30 am

Annual Meeting

10:30 am - 11:00 am

Coffee Break

11:00 am - 12:15 pm
Session 3

How Roanoke Illuminated a History That Was Hidden in Plain Site

Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences

Build a Culture of Philanthropy (and Increase Unrestricted Giving by 5x!!!) Through Creating Visitor and Donor Journeys

Interdisciplinary Collaborations for Audience Building

Curating Your Box of Chaos: Digitizing Collections of SWVA Community History

Asking, Listening, Doing: Using Museum Visitor Data for Making Change

12:30 pm - 2:15 pm

Awards Luncheon \$

2:30 pm - 3:45 pm
Session 4

Art and Artifacts in Archival Collections

Breaking Into Buses, Legally: Growing Your Tour Group Business

Civility in the Workplace: Creating a Culture of Respect in Your Institution Using Bystander Intervention

Addressing Employee Engagement and Wellness in Museums

Secrets of the Ledger: Using Volunteers and Creativity to Unlock the Hidden Stories in an Everyday Artifact

What Once Was: Teaching Plantation History Through Virtual Reality

4:00 pm - 5:00 pm

Affinity Group Meet-ups

6:30 pm

Exhibit Hall and Silent Auction closes

7:00 pm - 9:30 pm

Evening Event: \$

TUESDAY, MARCH 18

8:30 am – 10:30 am	Registration Open
8:30 am – 12:00 pm	Silent Auction pick-up
9:00 am – 10:30 am	Town Hall Session: Visions for America at 250: Making the Case for Belonging
11:00 am – 12:15 pm Session 5	<p>From the Academy to the Community: A New Beginning for the Pamunkey Indian Museum and Cultural Center</p> <p>Commemorating Lafayette's Tour: Revolutionary Ideals and the Limits of Freedom</p> <p>Who you Gonna Call? Myth Busters!</p> <p>The Birthplace of Country Music Museum: Utilizing Education, Programming, and Exhibits to Connect the Past, Present, and Future</p> <p>Experiential Learning: Teaching with Museum, Archives, and Community Conversations</p> <p>Technological Advances and Traditional Curation: The Melding of Time-Honored and Modern Methods to Advance Collections-Based Work</p>
	Post Conference Tours/Activities <i>More information to come!</i>