



# MW21

Leadership Day | **WEDNESDAY, APRIL 7, 2021**

CDT

COLOR CODE:

PLENARY

SOCIAL EVENTS

CRITIQUE ROOMS

LIGHTNING TALKS

TOURS

CONVERSATIONAL SESSIONS

SESSIONS

9:00 AM

9:30 AM

Don't forget to leave your thoughts on our Padlet Wall!

[padlet.com/museweb21/inspirationiseverywhere](https://padlet.com/museweb21/inspirationiseverywhere)

10:00 AM

10:30 AM

11:00 AM

**OPENING KEYNOTE** 11:00–12:30

Lonnie Bunch, Secretary of the Smithsonian Institution  
& Arianna Davis, Digital Director of *O, The Oprah Magazine*



11:30 AM

12:00 PM

12:30 PM

1:00 PM

1:30 PM

**PAPER SESSION**  
1:30–3:00  
Marketing Now

**PAPER SESSION**  
1:30–3:00  
Innovation in  
the Museum

**PAPER SESSION**  
1:30–3:00  
Leadership in  
the Museum

**PROFESSIONAL FORUM** 2:00–3:00  
"It's not iteration if you do it only once" –  
Lean UX & Pushing for Iteration in a Waterfall World

2:00 PM

2:30 PM

3:00 PM

3:30 PM

**PROFESSIONAL FORUM** 3:30–4:30  
Taking Big Ideas &  
Making Them Work

**HOW-TO SESSION** 3:30–4:30  
Identify Your Museum's Economic  
Impact on Your Community

**HOW-TO SESSION** 3:30–4:30  
The Cultural Institution as a  
Brand - A New Way of Thinking

**PROFESSIONAL FORUM**  
3:30–4:30  
All Museums for All People

4:00 PM

4:30 PM

5:00 PM


**LIGHTNING TALKS 1** 5:00–6:30

5:30 PM

6:00 PM

6:30 PM

7:00 PM

Enjoy the MW Drink of the Day   
Created by Resident Mixologist, Charismatic Creations!  
Find it on social media! #MW21Cocktail

7:30 PM

8:00 PM

8:30 PM

**COFFEE BREAK ROOM** 10:30–5:30

**VISIT:** [spatial.chat/s/museweb](https://spatial.chat/s/museweb)  
Check your email for password.

MW21 THANKS  
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