The National Museum Publishing Seminar is journeying to San Francisco, home to a rich literary history and birthplace of the digital revolution. We will take this opportunity to ponder the ways museum publishers have continued to thrive in our media-saturated environment and capitalize on new platforms for delivering compelling content to our audiences. We will hear from specialists on how we can best tailor tests for readers from diverse cultural backgrounds, discover and reach new audiences, and foster thought-provoking discussions and replicable strategies for success at the 18th National Museum Publishing Seminar.

As always, the program will offer many opportunities to socialize with colleagues, beginning on Thursday with a keynote address by Chronicle Books CEO Nion McEvoy and a reception at the Post (reservations required). The tour will pay special attention to how the museum has transformed over time. On Friday, the San Francisco Museum of Modern Art will host a private party for us in its Rooftop Pavilion and Sculpture Garden.

Regardless of your institution’s size or your level of personal experience, you will find refreshments available between program sessions.

The conference takes place in San Francisco’s vibrant Union Square neighborhood, with easy access to all the famous sights of San Francisco. The city’s Union Square, South of Market, and Nob Hill neighborhoods are all within an easy walk, while nearby mass transit lines (including trolleys, of course) offer convenient access to attractions such as Golden Gate Park, Curiot Tower, the Mission neighborhood, and the Ferry Building. The city features a wide range of museums, including the Asian Art Museum, California Academy of Sciences, De Young, Exploratorium, Jewish Contemporary Museum, Yerba Buena Center for Contemporary Art, and many more. Finally, the region is a destination for foodies, with offerings ranging from dim sum to burritos to sustainably farmed California cuisine.

For further information, please contact: nyagoda@uchicago.edu.

For a list of sponsors, please contact: nmps@uchicago.edu directly to request a student rate.
# 18th National Museum Publishing Seminar

## Schedule

### Thursday, May 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00–9:00 am</td>
<td>Registration, coffee and continental breakfast in Sponsors’ Gallery</td>
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<tr>
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<td>Concurrent sessions: Didactics to Die For</td>
<td>The Philadelphia Museum of Art</td>
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<td>Coffee break in Sponsors’ Gallery</td>
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### Friday, May 4

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### Sunday, May 6

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</thead>
<tbody>
<tr>
<td>10:00 am–12:30 pm</td>
<td>Private tour and discussion, Oakland Museum of California</td>
<td>Oakland Museum of California</td>
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**Advance registration required.**

### Registration Information

- **Parc 55 Hotel**
- **Museum Publishing 101 registration desk**
- **Sign-up sheets available in advance at the registration desk**

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**Keynote Address**

**MODERATORS**

- **Gwen Rogins**, Publisher and Editor in Chief, The Metropolitan Museum of Art
- **Karen Levine**, Editor in Chief, Getty Publications

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**Additional Information**

- **Tuition:** $100 with conference registration
- **Advance registration required.**
- ** можна ли добавить в общий текст какие-то дополнительные комментарии или вопросы?**
  - **What are the main topics covered during the seminar?**
  - **Who are some of the keynote speakers and moderators?**
  - **What is the schedule for each day of the seminar?**
  - **Are there any interactive workshops or sessions that participants can engage in?**
  - **What is the format of the seminar, and how is it organized?**

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**Conference Contact Information**

**Phone:** 703-772-0181

**E-mail:** nm@asm.org

**Website:** asm.org

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**Sponsors’ Gallery**

- **Sponsors’ Luncheon:** 12:15–1:45 pm
- **Department:** 10:00 am–12:30 pm

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**Panel Discussions**

- **Didactics to Die For:** Moderator - Karen Levine
  - **Sponsors:**Getty, The Metropolitan Museum of Art, Museum of Modern Art, Museum of Art

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**Lightning Round Presentations**

- **A Multipleity of Perspectives:** Moderator - Leslie Dutcher
  - **Speakers:** BOB RUFUS, Partner, Auldrich & Warinner, and Professor, California College of the Arts
  - **Hélice Boggins:** Senior Marketing Manager, University of California Press
  - **Jimi Sugarman:** Director of Retail Operations, Fine Arts Museums of San Francisco

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**Further Information**

- **Additional topics**
  - **Digital Publishing Models**
  - **New Solutions to Old Problems: Alternative Publishing Models**
  - **Lost in Translation: The Multilingual Museum**
  - **Legal Boot Camp: Copyright, Fair Use, and Contracts**

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**Closing Session**

- **Coffee and snack break in Sponsors’ Gallery**