MUSEUM on Main Street

Program Planning Workshop

The Program Planning Workshop, usually held about six to eight months before the exhibition arrives in your state, is your first chance to gather the exhibition hosts together and build a network for the tour in your state. This workshop allows your host communities to gain a greater understanding of the exhibition's content and the ways that the exhibition relates to their local and state history. It is also your opportunity to lay out the council's goals and expectations for the project.

A typical Program Planning Workshop covers one or two days and is hosted in the council's offices or at a central location in the state. Some councils start the meeting early in the afternoon on the first day and end with lunch on the second day. This allows plenty of travel time for hosts coming from across the state and also gives your group a dinner out for more idea sharing between communities.

Program Planning Workshops should begin with a brief introduction to Museum on Main Street to help community hosts see that they are part of a bigger project, and to make them aware of the resources available to assist them. Following the introduction, a training video will introduce participants to the major themes of the exhibition. The video will set the stage for a series of discussions designed to help participants uncover local stories relevant to the exhibition. Brainstorming about local programming will begin during these discussions. A state scholar or content specialist will help your host communities explore the connections between the national exhibition and their local stories. This is an important step to help host communities relate to the national story and expand on it with their own programming and exhibitions. You may choose to involve multiple content specialists who each examine different areas of the exhibition.

The Program Planning Workshop also provides a great opportunity to introduce your communities to your grant process and to discuss public relations, government relations, tour logistics and shipping of the exhibition. Be creative! Consider incorporating sessions on working with schools and teachers, or how to develop a local exhibition.

A MoMS staff member will attend and present at your Program Planning Workshop. Please be in touch with the MoMS staff to schedule and plan the agenda for your Program Planning Workshop.

Sample Two-Day Agenda with Overnight Stay:

Day 1:

1:00 pm – 1:30 pm	Welcome and Introductions
1:30 pm – 1:45 pm	What is Museum on Main Street?
1:45 pm – 2:15 pm	View exhibition training video (provided by MoMS)
2:15 pm – 4:00 pm	Discussion of exhibition themes
6:00 pm	Group dinner with exhibition-related presentation

Day 2:

9:00 am – 10:00 am	Presentation by state scholar or content specialist about local connections to the exhibition
10:00 am – 11:30 am	Program and local exhibition brainstorming session
11:30 am – 12:00 am	Tour logistics (shipping, installation workshop, grants, reporting, accounting, capacity building training)
12:00 pm	Lunch
12:30 pm – 1:00 pm	Public relations, government relations, marketing and social networks
1:00 pm	Adjourn

Sample One-Day Agenda:

9:00 am – 9:30 am	Welcome and Introductions
9:30 am – 9:45 am	What is Museum on Main Street?
9:45 am – 10:15 am	View exhibition video (provided by MoMS)
10:15 am – 12:00 pm	Discussion of exhibition themes
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:00 pm	Presentation by state scholar or content specialist about local connections to the exhibition
2:00 pm – 3:30 pm	Program and local exhibition brainstorming session
3:30 pm – 4:30 pm	Tour logistics (shipping, installation workshop, grants, reporting, accounting, capacity building training)
4:30 pm – 5:00 pm	Public relations, government relations, marketing and social networks
5:00 pm	Adjourn

Additional workshop ideas:

- Local exhibition planning and development
- Working with schools, teachers, and students
- Bring in additional content specialists
- Developing community-based story collection programs and campaigns