

COMMITTEE ON AUDIENCE RESEARCH AND EVALUATION

Call for Proposals for the **2010 CARE Marketplace of Ideas**

*Audience Research and Evaluation: Breaking Down Borders, Making
Museums Relevant, Responsive and Real*

Held at the AAM Annual Meeting and MuseumExpo™ 2010
Monday, May 24, 2010 from 3:30- 5:30 p.m. in the Exhibit Hall
Los Angeles Convention Center, Los Angeles, CA

How to Participate

If you would like to participate in the Marketplace please submit the following form electronically by **February 1, 2010** to Kathleen Tinworth at ktinworth@dmns.org.

1. Title of presentation:

2. Name of presenter:

Institution:

Address:

City:

State:

Postal Code:

Daytime telephone:

Fax:

Email address:

3. Please summarize (250 word maximum) the project objectives, methods used to gather information, findings, and an explanation of how the information is and can be used in the museum environment.

4. Please indicate in which of the following areas of visitor research and evaluation or museum education you would classify your project (check/highlight all that apply):

_____ learning research

_____ visitor services research

_____ program/exhibition development

_____ program evaluation

_____ exhibition evaluation

_____ marketing research

institutional/professional development

museum/community partnerships

new technology applications

other, please describe:

5. Please indicate what audio-visual equipment your session would require (check/highlight all that apply):

table and chairs

power strip

bulletin board

overhead projector and screen

TV/VCR/DVD

slide projector

6. If you need any audio-visual equipment other than a bulletin board and table and chairs, please explain why you need them.

7. Will you need complimentary registration for Monday?

Yes

No

THANK YOU FOR YOUR SUBMISSION.