

# CANADIAN MUSEUM MARKETING CONFERENCE 2025 | June 6

**Growing Membership, Building Visits, Implementing New Technology.**

**Ultimate Insights Marketing, Creative Strategy, Ai, and Digital Transformation.**

Powerful Keynotes, 20 Speakers & 2 Panel Discussions. Unprecedented Talks, Revealing Case Studies, Unique Visions, New Sector Reality, and Pathways to Ensuring Long Term Success.

Curated by the award-winning publisher of Canada's most prominent magazine about data-driven marketing, customer loyalty, merchandising, media channels and ecommerce. **DM Magazine**.

*The Museum is located beside Little Lake in the heart of the city.*



Friday, June 6, 2025

**Attend & Discover the Canadian Canoe Museum. Stay The Weekend & Tour the Kawarthas.** Get powerful, insights from the Keynoters and 20+ other expert speakers from some of the most celebrated marketers, communications professionals, graphic designers, customer psychology experts, membership gurus, and successful museum and gallery executives in Canada. Learn the secrets of the experts while gaining insights into the future of membership-based and visitor-dependent sectors. Find out more about the organizers, register to save fees, and get a media kit or sponsorship package from **DM Magazine** Steve Lloyd, Publisher & Chair. [www.dmn.ca](http://www.dmn.ca) Early Bird Conference Registration is available now. Save \$\$\$ [www.dmn.ca/cmmc2025](http://www.dmn.ca/cmmc2025)

☑ Special Rates for Guests: **Best Western Hotel**, Otonabee River, PTBO, a short walk beside Little Lake to the Canadian Canoe Museum nearby. ☑ All conference delegates are invited to attend a special **behind-the-scenes tour** of the Canadian Canoe Museum's archive to hear stories of canoes from all walks of life, real-world experiences and cultural heritages, plus specific canoes owned by famous Canadians. ☑ All delegates may also register for a special **one-day pre-conference workshop June 5th** on creative design, copywriting, tactics, media choices and more. A deep dive on the power of creative execution for revenue growth in membership, visits, merchandise sales, tours, and ancillary services. Get details.

The Museum was named one of the **Best Cultural Spots on National Geographic's Best of the World 2024**, the brand's annual guide of the most exciting, meaningful, one-of-a-kind travel experiences for 2024!



## SPONSORSHIP OPPORTUNITIES

The Canadian Museum Marketing Conference offers several sponsorship options, including Lead Sponsor which includes a speaking slot to the full delegate group. General sponsors get exhibit space and free passes, promotional inclusion, and more. Contact us for full details and a Media Kit. [steve@dmn.ca](mailto:steve@dmn.ca)

LOCATION: THE CANADIAN CANOE MUSEUM EVENT SPACE. Kawartha Lakes, Ontario | City

# Canadian Museum Marketing Conference

June 6, 2025. | Peterborough, ON

## Working Agenda

7:30 am | Breakfast & Networking |

8:15 am | Welcome, **Canadian Canoe Museum**



8:30 am | **Keynote Address:** Olivier Carré-Delisle,

Vice-President, Digital, Public Affairs and Commercial Operations, Ingenium

☒ 9:30 am > **Session A** | 10:15 am > **Session B** | 11:00 am > **Session C**

☒ 11:45 am | Panel Discussion 1—**The Influencer Influence.**

☒ 12:30 pm | Lunch & Luncheon Keynote

☒ 1:45 pm | Panel Discussion 2—**Building Community Engagement.**

☒ 2:30 pm > **Session D** | 3:00 pm > **Session E** | 3:30 pm > **Session F** | 4:00 pm > **Session G**

☒ 4:30 pm | **Closing Keynote**

☒ 5:30 pm | **Networking Cocktail Reception** on Museum Balcony Cafe | Delegate Prizes Draw

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## EXHIBITORS & SPONSORS

Exclusive Exhibit Space is Available for 7 Conference Sponsors

Each Exhibitor/Sponsor will receive: ☒ **one 10 x 10 space for a tabletop exhibit** in the conference room; ☒ a **promotional piece** in the physical delegate kit and an optional digital download; ☒ a **full page ad** in **DM Magazine's June Issue**; ☒ **two free passes** to the entire conference; ☒ **two free passes** for a special guided tour of the Canoe Museum; ☒ a **speaking opportunity** as a panel member; ☒ **promotional recognition** on all marketing materials in print, digital, email, social media and web.

**Two Other Sponsorships are Available: Lead Sponsor & Cocktail Reception Sponsor. (See below)**

The exhibit space is within the meeting hall and accessible to all delegates throughout the day. Limited to 6 companies.

Please inquire or confirm early. To inquire or book your space please email Steve Lloyd, Publisher, DM Magazine. [steve@dmn.ca](mailto:steve@dmn.ca).

You may also request our DM Magazine Media Kit.

**Lead Sponsor (includes Full Speaking Slot & Exhibitor Table @ Registration Area): \$1995.00 (1 Only)**

**Exhibitor & Session Sponsor: \$995.00 (5 Only, Benefits Above)**

**Cocktail Reception Sponsor: \$1595.00 (1 Only, includes Benefits Above and Recognition as Reception Sponsor Etc.)**

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Best Western Hotel Otonabee  
River, PTBO, Riverside Patio



Market Hall, PTBO



Lift Lock Tours



Canoe Museum Lobby