



CALL FOR PAPERS

This year's Conference, "ALL FULL AHEAD," will be held on board the USS IOWA in San Pedro, CA, from 16-18 September. The format will be somewhat different from previous conferences in that we are organizing the Conference into three-hour symposium-style sessions (with proper and convenient breaks). This provides attendees the opportunity to more fully explore topics of specific interest and benefit to them. Each symposium will feature a panel and single person presentations from experts from both inside and outside the HNSA fleet community. The themes this year are:

Sales & Marketing
Experiential Programming
Fundraising
Preservation
Professionalism
Ship Talk

Descriptions of these themes are found on the following page.

The Conference promises to be intellectually stimulating on and about relevant topics facing all of us connected with historic ships and in the community of naval and maritime history. This is a great opportunity to meet leaders in these areas as well as to re-connect with colleagues and friends in the field and enjoy our camaraderie.

Please submit your proposal to the address below with the following information: Name; Job Title; Title of Session; Description of Session (c.300 words max); Category of Session; required projector and sound? Please note that the presentation is an unpaid and un-reimbursable session.

**We look forward to seeing in in Los Angeles this
September.**

Historic Naval Ships Association

William B. Cogar, *Executive Director*
executivedirector@hnsa.org

443-949-8341

626-C Admiral Drive, Box 320, Annapolis, MD 21401-2151

Sales & Marketing:

Learn to access and more fully utilize attraction marketing opportunities at little to no-cost. Discover “tricks of the trade” to increase tourism and youth and group traffic, while growing your museum into a regional destination. Inside and outside experts in museum and attraction marketing will discuss tools available to organizations of all sizes to market themselves. These to include: online, media, public events, partnerships, display advertising and other opportunities.

Experiential Programming:

How to make certain your visitors are fully engaged with their “on-board” experience. In-depth discussions on experiential programming and engaging new audiences through more immersive approaches. Included within this program will be simple opportunities that include technology, hands-on, signage, public and youth programming, and techniques that effectively utilize the existing infrastructure of a vessel. Also highlighted will be ways to cost-effectively maximize results, while expanding audiences.

Fundraising:

Learn from the experts, with creative and minimal to no-cost solutions on how to maximize your contributions and fundraising potential. Effective fundraising continues to be a challenge for all non-profits, but it doesn't have to be complex and there are numerous free tools available online. In addition to raising capital, these techniques will help raise your institution's profile in your community through your interaction with business and political leaders.

Preservation:

Keeping your ship afloat and fit without breaking your budget. through effective marketing, programming, and fundraising. Highly experienced professionals and HNSA fleet member personnel who are successfully meeting preservation challenges will focus on maintenance, and repair issues common to the ships of the HNSA fleet.

Professionalism:

Public perception, transparency and your role in securing the future of museum ships. As non-profit community assets, our ship museums are held to a high standard of operation, with an open public profile. Whether it is interacting with the community, partnering with other organizations, being transparent on operations and financials, or programs to further upgrade our industry profile, we need to ensure that we are perceived as professionals, top to bottom. Professional expertise combined with HNSA specific experience will provide presentations that help you make certain every member of your organization looks, acts and is, professional.

Ship Talk:

Tribulations to triumphs, learning from the stories of our HNSA family. Every HNSA conference brings us together to tell our favorite stories and share what is happening on our ships and this open conversation environment will encourage all participants to discuss significant challenges, events, and experiences that have changed their organization and the way it operates.