This is your opportunity to relay your interest in speaking on a certain topic and seek collaborators for your session. After the Early Topic period closes, we will post the proposals on the National Air and Space Museum’s website and notify the MC community so submissions can be reviewed and discussed. Ultimately, we hope submitters will find help from others who can collaborate or speak on their topics and transform ideas and partial proposals into complete, well-rounded sessions that are strengthened by different individuals and museums joining together to approach a topic. Any sessions developed through this process should be submitted as a Full Proposal by the June 1 deadline.

Proposed Topic: Gamification and Museums: A New Way to Reach Audiences

Description: This presentation will discuss the challenges and opportunities for museums wanting to reach new audiences through gamification. A brief overview of existing scholarship and evaluation of gamification initiatives will provide some comparative context for a discussion of the three application projects produced by the Canada Aviation and Space Museum. These projects will serve as case studies, outlining successful strategies and lessons learned, in communicating history through interactive mobile games. The presentation will also discuss metrics for success and how institutions determine whether their project is achieving pre-determined objectives.

Subject Area:

- [ ] Museum Administration
- [ ] Collections Management
- [ ] Restoration/Conservation
- [ ] Exhibition Design
- [x] Education and Programming
- [ ] Development & Marketing
- [ ] Media & Technology
- [ ] Other topic area

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