

**National Association of Automobile Museums**

TO SUPPORT, EDUCATE, AND ENCOURAGE

# NAAM ANNUAL CONFERENCE CALL FOR PROPOSALS

Deadline: January 15, 2025

Submit to: [contact@naammuseums.org](mailto:contact@naammuseums.org)



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## 2025 ANNUAL CONFERENCE

HOSTED BY:

PETERSEN AUTOMOTIVE MUSEUM

### *BEYOND THE GARAGE: DRIVING AUTOMOTIVE MUSEUMS FORWARD*

The 2025 NAAM Annual Conference will be hosted by the Petersen Automotive Museum in Los Angeles, California from April 1-5, 2025. Conference organizers are seeking session proposals in both lecture and interactive/roundtable formats.

The theme for the 2025 conference is *Beyond the Garage: Driving Automotive Museums Forward*. NAAM strongly believes that automobiles are a high-profile representation of humankind's material culture offering an infinite array of interpretive possibilities. Despite this prominence, museums and cultural institutions struggle with how to collect and interpret automotive history. Our goal is to give automotive museums the means to properly showcase and document the automobile as a true cultural and artistic treasure, deserving the same recognition and prestige as other forms of art and material culture. By highlighting its value and significance, we aim to elevate the standing of automotive museums, making them more appreciated by visitors, donors, and the communities we serve. This effort also reflects our commitment to adopting professional standards and best practices, ensuring the future growth and success of our field.

We seek proposals that highlight success through the elevation of the automobile or adaptation of professional standards leading to success for your institution(s). Topics may cover any area of museum science including interpretation, collections management, programming, education, fundraising and administration.

This year we are prioritizing the selection of panel discussions and interactive sessions to engage more voices across our growing organization. Case studies and lecture style programs will also be considered. We encourage you to submit a proposal for a session at the 2025 conference.

Proposals should be emailed to [contact@naammuseums.org](mailto:contact@naammuseums.org).



# TYPES OF SESSION PROGRAMS

## Panel Discussions

- Usually tackle broader topics or concerns shared by automobile museums.
- Panels include one chairperson who coordinates and moderates the discussion. They also include up to three additional panelists.
- Panelists represent various – and maybe even contradicting – viewpoints. Ideally, each panelist represents a different museum, ensuring diversity of opinion.

Time management is a must for any effective panel presentation – to allow adequate time to hear from the panelists and from the crowd.

## Workshops

- Generally, workshops focus on some specific skill or ability.
- Past workshops have tackled exhibit label writing, grant writing, and artifact cataloging, but there are many more possibilities for an effective workshop.
- Audience members are asked to complete a sample version of the task – either individually or collaboratively in groups.

A workshop can be a great benefit (and great fun), but again time management is essential.

## Case Studies

- Focus on a major project or issue from your museum.
- Generally something that worked well for you, but it doesn't have to be. There is value in sharing a learning experience.

Often feature a single speaker, but you could include up to two more speakers as well. You might wish to include multiple members of an exhibit team, or representatives from different areas in your museum who collaborated on a special program.

Do you have an idea for a session topic but need a little help pulling together collaborators? [Email us!](#) We will be happy to help connect you with others.



# HOW TO SUBMIT A PROPOSAL

- 1.) **Select a Topic:** NAAM is the professional center of excellence for automobile museums and affiliated organizations that supports, educates and encourages members to operate according to professional standards of the museum industry. The Annual Conference is the association's signature event, and is among the most important benefits of NAAM membership. In proposing a session topic for the conference, please consider: the particular relevance of the topic to the automobile museum community, and the potential for the topic to inform and generate discussion among our colleagues.
- 2.) **Choose a Format:** Meeting sessions are 60 minutes in length, including time for questions and discussion at the end of a presentation. Past presentations have used a number of different formats. Among the most popular are:
  - a. **Panels:** Examine a broader subject or concern shared by automobile museums. The panel must include 1 chair (who may also be a speaker/panelist) and up to 3 additional panelists. Panelists should represent various – and perhaps contradicting – viewpoints, and should represent institutions of various sizes. Bear in mind that panel discussions may inspire more audience questions than usual. Presenters should allow sufficient time for questions and answers.
  - b. **Workshops:** Teach a special skill like label writing, cataloging, grant writing, etc. Attendees may be asked to complete model activities individually, or broken out into groups to complete tasks collaboratively. Workshops typically have 1 or 2 instructors.
  - c. **Case Studies:** Present a concern or a project from your organization from which other conference participants can learn or gather ideas for their own organizations. Topics must be focused, and presentations should include no more than 3 panelists.
- 3.) **Select Presenters:** NAAM asks that the session submitter also serve as the session organizer responsible for logistics, requests for A/V equipment, communication with participants and NAAM staff, and leading the session itself. Session chairs must be affiliated with a NAAM institutional member, or be individual NAAM members. Other speakers/panelists are not required to be NAAM members.
- 4.) **Prepare a Session Abstract:** Write a summary of your session proposal, totaling between 250 and 500 words. Indicate why your proposal is of interest to conference attendees, and include the names and affiliations of each presenter to be included in your session.
- 5.) **Submit Your Proposal:** Email your proposal to the Conference Committee at [contact@naammuseums.org](mailto:contact@naammuseums.org). Submission deadline is January 15, 2024. Submitters will be notified by February 7, 2024, if their proposal is accepted.
- 6.) **Registration Fees & Cost:** Session organizers must register for at least one day of the NAAM Annual Conference. Discounts are not given for meeting registration. NAAM does not pay travel costs or honoraria for any session chairs or presenters. However, those in need of assistance are encouraged to apply for a conference scholarship.
- 7.) **Session Scheduling:** NAAM planning staff will assign all session times and dates. Submission of a proposal confirms your willingness to accept the schedule as assigned.