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**An Update on the AMM-WFM 2020 Joint Conference in Milwaukee**

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**From** Association of Midwest Museums  
<info@midwestmuseums.org>

Tue, Apr 21, 2020 05:05 AM

**Subject:** Update on the AMM-WFM 2020 Joint Conference  
in Milwaukee**To :** bwilliams1@kvcc.edu**Reply To:** info@midwestmuseums.orgExternal images are not displayed. [Display images below](#)

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**Important News about Museums Evolving in Milwaukee**

Dear Brittany,

We are reaching out today to touch base with you about the **Association of Midwest Museums and Wisconsin Federation of Museums 2020 Joint Conference** scheduled to take place in Milwaukee this July.

We would first like to take a moment to acknowledge that this has been a difficult time for everyone. We applaud your efforts to support employees during the crisis, provide resources for your communities, and adapt to the ever-evolving situation. Our team is also inspired by the flexibility, collaborative spirit, patience and kindness you have shown one another at this time. We couldn't be prouder of the AMM community. We are truly getting through this *together!*

As you have likely observed, we (and other professional organizations) shifted our energies from conference planning to supporting you during this unprecedented time. In addition, we have been educating ourselves about the potential long-term implications of the pandemic on the museum field. It's complicated, to say the least. We find ourselves in the same position as many of you, attempting to plan for the future while so many things are uncertain.

While some things do remain unknown, one thing has become very clear to us:

**It is not in the best interest of our host community or our members to proceed as planned with the July conference. We have decided to postpone to a future date, yet to be determined but no earlier than mid-November.**

While we do not yet know the exact timing of the conference - later this year or a future year - we would like to share with you the steps we are taking to make the decision:

- **We are making the in-person experience a priority, while exploring how to ensure it is accessible to those who cannot attend.** Your well-being is of utmost importance, and we will work toward a solution that allows us to maintain the experience you have come to expect and value while putting safety first. Among our strategies will be to ensure access to aspects of the program virtually for those who cannot attend.
- **We are actively discussing options with our host institutions, committee members and other stakeholders.** We'll weigh the positive and negative consequences of alternative conference dates, including the impact on those who have helped to plan and fund our conference to-date.
- **We are developing contingency plans for alternative dates.** Because so many factors are changing and uncertain, we expect that any alternative plan will have some risks. We will do our best to prepare for those potential challenges, and

embrace opportunities presented along the way.

- **We will continue to address your changes in participation on a case-by-case basis.** We're here for you! Please do not hesitate to reach out with questions about your session, booth or registration while we navigate this situation.

We and our partners, host institutions and committees are committed to offering a great experience in Milwaukee as soon as we can and will keep you informed of our decision about timing.

Thank you for your patience, loyalty and support. We are grateful to have you in our community!

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