

## MOMENTUM: EXHIBITIONS AND MEMORY PROGRAM

Sunday September 29, 2024

Time	Title	Speakers
4:00 - 6:00	<b>Welcome at Tartu University History Museum</b>	<b>Marian Raisma</b> , PhD, Director, Tartu University History Museum <b>Hillary Spencer</b> , Co-chair, ICOM Exhibitions
<i>Participants will have exclusive access to view the permanent exhibition "Univesity of our Lives" and temporary exhibition project "Hidden Worlds Expanding".</i>		

### ***Exhibitions, Memory and the Future***

Monday September 30, 2024

Time	Title	Speakers
9:00 - 9:10	Conference Opens	<i>Estonian National Museum</i>
9:10 - 9:15	<b>Welcome from ICOM Exhibitions, Estonian National Museum, ICOM Estonia, and International Coalition of Sites of Conscience</b>	<b>Hillary Spencer</b> , ICOM Exhibitions, United States <b>Kertu Saks</b> , Enstonian National Museum, Estonia <b>Linda Norris</b> , International Coalition of Sites of Conscience, United States <b>Kai Lobjakas</b> , Chair ICOM Estonia, Estonian Museum of Applied Art and Design, Estonia
9:15- 10:30	<b>Keynote - Exhibitions, Memory and the Future</b>	<b>Lebogang Marishane</b> , Constitution Hill, South Africa <b>Amina Kravac</b> , War Childhood Museum, Bosnia and Herzegovina moderated by <b>Hillary Spencer</b> , ICOM Exhibitions, United States

Memories shape the future, but what happens when community members do not have direct experience with the events of the past? How can exhibitions engage young people in thoughtful explorations of our histories to create more just futures?

In this keynote conversation, Lebo Marishane of Constitution Hill in South Africa and Amina Kravac of the War Childhood Museum in Bosnia and Herzegovina share their strategies, dilemmas, and hopes for creating future memories through exhibitions.

Amina Kravac is the Executive Director of the War Childhood Museum in Sarajevo, Bosnia and Herzegovina, which focuses on the experiences of children affected by war. Under her leadership, the museum has gained international recognition for its innovative approach to peacebuilding and reconciliation. The War Childhood Museum won the prestigious Council of Europe Museum Prize in 2018. Kravac believes in museums as spaces for social action, societal healing, and drivers of change, and is particularly interested in unlocking the potential of museums in transitional justice processes.

Lebogang Marishane is a South African researcher and a social justice, culture, and peace-building practitioner, currently serving as the Strategic Support Manager at Constitution Hill in South Africa. With over 15 years of experience, Marishane has been instrumental in advancing truth and reconciliation efforts post-Apartheid. Her work spans transitional justice for African youth to curating exhibitions in post-conflict societies, with a focus on fostering dialogue, reconnecting individuals with their pasts, and envisioning a brighter future for all.

Hillary Spencer, a leader in the conversation about the future of museums, and the co-chair of ICOM Exhibitions and will moderate the session. Spencer is known for her work on the role on the importance of risk in leadership in museums. Committed to models of co-creation and co-leadership in both content creation and structural change, Spencer's work is at the forefront of shaping inclusive and forward-thinking museum practices.

Join this session to explore how exhibitions can help create meaningful connections between the past and the future, especially for younger generations who may not have lived through the historical events being presented.

10:30 - 11:00 Coffee Break

#### *Concurrent Sessions*

11:00 - 11:45	<b>Violence, Peace, Identity: Memories for the Future</b>	<b>Samantha Vaughn</b> , Newcastle University, United Kingdom <b>Catherine Gilbert</b> , Newcastle University, United Kingdom <b>Natalie Heidari</b> , Newcastle University, United Kingdom <b>Yusuf Patel</b> , Newcastle University, United Kingdom
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This session brings together speakers who will explore the role of memory in understanding our past and shaping a better future. Through a comparative approach, we will examine various exhibitions from around the world, including South Africa, Rwanda, Czechia, Northern Ireland, and the United States. Each presentation will investigate the common threads of trauma and difficult histories, focusing on how exhibitions utilize these memories to confront the past, foster empathy, and embrace diverse perspectives.

12:00 - 12:45	<b>Exploring Heritage and Social Issues Through Exhibitions</b>	<b>Niloofar Yazdkhasti</b> , Iran Dolls Museum, Iran <b>Jole Martinengh</b> , Contemporanea Progetti, Italy <b>Anna Dentoni</b> , Promotori Musei Mare, Italy
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This session will delve into the powerful role of museums and exhibitions in raising awareness about heritage, social issues, and cultural evolution. We will explore three distinct yet interconnected projects that highlight how exhibitions can engage and educate audiences on critical topics:

1. **The Role of the Iran Dolls Museum in Women's Rights Advocacy:** This research investigates how the Iran Dolls Museum uses its exhibitions to spotlight women's rights, drawing from contemporary movements and showcasing the stories of Iranian women advocating for gender equality.
2. **Understanding Gender Differentiation in Ancient Societies:** Developed by Contemporanea Progetti in collaboration with the Museo Nazionale Romano, the "Women in the Ancient World" exhibition examines the historical roots of gender roles and debates. By engaging audiences with the past, it aims to foster discussions on building more inclusive futures.
3. **From Glamour to Modern Perspectives: The "Hollywood in Riviera" Exhibition:** This presentation will cover the inception and development of the "Hollywood in Riviera" exhibition by the Promotori Musei Mare, highlighting its journey from concept to execution. While focusing on a lighter topic, it aims to inspire and captivate visitors by connecting the glamorous past with modern perspectives.

Join us to discover how these exhibitions not only preserve and present heritage but also provoke thought and inspire action on contemporary social issues.

11:00 - 12:45	<b>Workshop 1 - Future Perfect Museums</b>	<b>Maggie Greyson</b> , Futures Present, Canada <b>Hillary Spencer</b> , ICOM Exhibitions, United States
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Explore critical skills of the 21st century by building your futures literacy as a mindset and practice in your work creating exhibitions for future memories. Building on the success of the Disruption by Design and Strategic Foresight workshops during last year's conference, this workshop continues those conversations about new narratives. The heart of the workshop is learning to embrace disruption as a tool of advocacy. We will challenge existing frameworks and norms in the minds of visitors and the responsibility museums can take in supporting their ideal futures.

11:00 - 12:45	<b>Workshop 2 - Creating Dialogic Exhibitions</b>	<b>Linda Norris</b> , International Coalition of Sites of Conscience, United States
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Drawing on examples from Sites of Conscience around the globe, this active workshop provide participants with concrete tools and approaches for teams to use in developing exhibitions that encourage visitors to consider and shape more just futures for all.

1:00 - 2:00	Lunch	<i>Provided by Momentum</i>
2:00 - 2:30	Travel to Toy Museum	
3:00 - 3:45	Tour of special exhibitions at Toy Museum	<i>Europe Plays</i>
4:00 - 5:00	Break out sessions and coffee	

## **Exhibitions and Memory**

**Tuesday October 1, 2024**

Time	Title	Speakers
9:00 - 9:10	Conference Opens	<i>Estonian National Museum</i>
9:10 - 9:15	<b>Welcome</b>	<b>Hillary Spencer</b> , ICOM Exhibitions, United States
9:15- 10:30	<b>Keynote - How do Exhibitions Shape our Memory?</b>	<b>Olena Honcharuk</b> , Oleksandr Dovzhenko National Centre, Ukraine <b>Miles Greenwood</b> , International Slavery Museum, United Kingdom moderated by <b>Linda Norris</b> , International Coalition of Sites of Conscience, United States

Museum visitors bring their own life experiences into any exhibition, but how can a museum address the dilemmas of long-held perspectives shaped by colonization, racism, gender, and class? Whose stories are told? Whose memories are honored? How can an understanding of context, agency, and voice help create new meanings and memories in our constantly changing societies?

In this keynote conversation, Miles Greenwood of the International Slavery Museum in the United Kingdom and Olena Honcharuk of the Oleksandr Dovzhenko National Centre in Ukraine bring diverse perspectives to the exploration of the past, present, and future of reshaping community memory. The conversation will be moderated by Linda Norris, a thought leader at the International Coalition of Sites of Conscience.

Olena Honcharuk is the Acting Director of the Oleksandr Dovzhenko National Centre in Ukraine, the country's primary film archive. Since 2021, she has played a vital role in the organization, particularly in the preservation and promotion of Ukraine's film heritage during challenging times, including the ongoing war. Honcharuk has also led initiatives to expand the Centre's archival activities to document the war and its impacts.

Miles Greenwood is the Lead Curator at the International Slavery Museum, part of National Museums Liverpool. Greenwood's work focuses on addressing the legacies of slavery and empire through exhibitions, research, and community engagement. He has been instrumental in highlighting the historical impact of transatlantic slavery and colonialism, as well as their ongoing effects in contemporary society. Previously, Greenwood served as the Curator of Legacies of Slavery and Empire at Glasgow Museums, where he played a crucial role in reshaping narratives around Glasgow's involvement in the slave trade and its colonial past.

Linda Norris is the Senior Specialist, Methodology and Practice at the International Coalition of Sites of Conscience, the only global network of historic sites, museums, and memory initiatives that connects past struggles to today's movements for human rights. Norris facilitates connections and builds the capacity of members and organizations in using the past to create a more just future. An international thought leader and co-author of *Creativity in Museum Practice*, Norris is known for her work in facilitating conversation and action on how creativity can transform museums, shape more compelling narratives, and foster deeper, more inclusive community connections.

Join this session to explore how exhibitions can challenge entrenched narratives, honor diverse memories, and create spaces for new perspectives that resonate with our evolving societies.

10:30 - 11:00 Coffee Break

*Concurrent Sessions*

11:00 -11:15	<b>The Amashi of Durban</b>	<b>Rebecca Naidoo</b> , Old Courthouse Museum, South Africa
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The Old Court House Museum, a key part of the Durban Local History Museum, currently features an exhibition on Rickshaw Pullers (Amahashi). This exhibition aims to deepen the understanding of South Africa's historical experiences through direct interaction with historical collections. By engaging with these objects, visitors can appreciate their historical value and develop a deeper respect for the diverse cultures within society. The exhibition is designed to serve as an educational hub, sparking curiosity and encouraging critical discussions among the public. Through this presentation, we will explore how exhibitions like this one can shape collective memory and contribute to a more informed and empathetic future.

11:15 - 11:30	<b>In Other Words, Québec: Meeting Ground</b>	<b>Nicolas Gauvin</b> , Musée de la civilisation, Canada
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Discover the new permanent exhibition at the Musée de la civilisation: "In Other Words, Québec", a bold museum innovation initiative that explores new ways to approach Québec's societal aspects through its social, historical, geographical, and cultural perspectives and challenges, anchored in its territory as a meeting ground. Through various narratives, diversity, encounters, new perspectives, and contemporary issues shape alternative accounts of Québec's memory, aiming for inclusion and decolonization. We delve into reflecting on how new museologies can engage visitors in understanding the past to shape more just futures. Witness the Museum's integration of empathy, inclusivity, innovation, and collective memory in crafting memorial narratives for a brighter tomorrow.

11:30 - 11:45	<b>Museums as Catalysts for Social Awareness: The Role of The Partition Museum, Delhi</b>	<b>Abhinav Sharma</b> , Indian Institute of Heritage, India
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This presentation will explore the crucial role museums play in addressing sensitive social issues that are vital to society. Focusing on The Partition Museum in Delhi, a thematic museum dedicated to the 1947 Partition of India, we will examine how it collects and exhibits artifacts related to this historic event, shedding light on the devastating impact of religious fanaticism and its consequences on humanity.

In a time when religious intolerance remains a pressing issue in Indian society, public platforms like museums can initiate meaningful discussions that help bridge divides between communities. This session will delve into how museums, through installations, exhibitions, and various programs, can raise awareness of these critical issues and influence visitors' perceptions.

Key questions will include: How do museum exhibits and installations impact visitors? How does a visitor's understanding of events like Partition—an event they may not have directly experienced—develop through their museum visit? And what lasting lessons do they take away from these exhibitions?

12:00 - 12:15	<b>Revolutionizing Cultural Heritage Preservation</b>	<b>Etienne Tellier</b> , Iconem, France
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New technologies and digitization have transformed the preservation and documentation of cultural heritage sites threatened by wars, conflicts, ideological destruction, or climate change. By capturing these irreplaceable places in 3D, we can preserve the sites where cultures emerged, languages developed, and civilizations thrived. However, once digital twins of these sites are created, how can they be transformed into meaningful experiences for people worldwide and integrated into our collective memory?

Iconem addresses this challenge by converting digital twins into immersive, memorial experiences through collaborations with museums, pioneering a new generation of exhibitions. Inspired by projects like "Eternal Sites" (2016) and "Age Old Cities" (2018), current initiatives focused on Venice, Yemen, and Armenia continue this mission.

In this session, we will share our experiences in creating these projects, discussing their critical role in preserving memory and raising awareness. We will explore how these digital exhibitions complement or integrate with traditional museum exhibits, foster new collaborations, and provide insights into developing innovative tools for impactful exhibitions on sensitive subjects. Join us to discover how technology is reshaping the way we preserve and engage with cultural heritage.

12:15 - 12:30	<b>Tokens of Power</b>	<b>Ken Ird</b> , University of Tartu Museum, Estonia
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In January 2025, a new exhibition, "Tokens of Power. Political Image of the Assembly Hall of the University of Tartu", will be opened at the Art Museum of the University of Tartu. This exhibition will provide a novel insight into that iconic neoclassical public space and analyse it as an ideologically (un)conscious stage for different political systems that governed Estonia in the 19th and 20th centuries. The presentation discusses challenges faced during the preparation of the exhibition. How do we deal with the politically sensitive history of such a symbolic space still in high regard among the Estonian public?

12:30 - 12:45	<b>Reshaping Memory</b>	<b>Kosjenka Laszlo Klemar</b> , Technical Museum Nikola Tesla, Croatia
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This presentation will explore the pivotal role of museums in preserving or erasing collective memory, using the Nada Dimić File 2023 exhibition at the Technical Museum Nikola Tesla as a case study. The exhibition investigates the life of antifascist hero Nada Dimić and the eponymous factory, highlighting the negative consequences of Croatia's post-socialist transition from both artistic and museological perspectives.

The session will address the responsibilities of museums in handling dissonant and complex heritage, offering tools and strategies for engaging audiences in the reshaping of erased memory. Attendees will learn how to create a positive environment for the critical examination of both the past and present, emphasizing the importance of museums in fostering reflective and informed public discourse.

12:45 - 1:00	<b>The History of Bohuslän</b>	<b>Pia Hansson</b> , Bohuslän's Museum, Sweden
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Discover 11,000 years of history in The History of Bohuslän, a newly opened exhibition that vividly brings the past to life within a compact yet immersive 120 square meters of floor space and 500 cubic meters of air.

11:00 - 12:45	<b>Workshop 1 - Nightscapes: Exploring Urban Memory</b>	<b>Karin Leivategij</b> , Estonian National Museum, Estonia
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This workshop, held in conjunction with the Estonian National Museum's exhibition 'Who Claims the Night?', offers participants a unique opportunity to explore the intersection of urban memory and nighttime experiences. Led by the exhibition's head curator, Karin Leivategija, the workshop will feature engaging discussions and a collaborative mapping exercise focused on innovative approaches to representing nocturnal landscapes in museum settings.

11:00 - 12:45	<b>Workshop 2 - Advancing Digital Innovation in Memory: A Collaborative Workshop</b>	<b>Dr Kate Marrison and Dr Victoria Grace Walden</b> , Landecker Digital Memory Lab, University of Sussex, United Kingdom
<p>Between 2022 and 2023, 100 international collaborators developed a set of recommendations to support digital innovation in Holocaust museums, memorial sites, libraries, and archives. These guidelines focus on six key themes: Machine Learning and AI; Digitizing Material Evidence; Digital Recording, Remixing, and Recirculating Testimony; Holocaust Memory and Education on Social Media; Virtual Holocaust Memoryscapes; and Gaming and Play in Holocaust Memory and Education.</p> <p>In this workshop, we invite individuals from the wider GLAM sector to collaborate on advancing these recommendations. Together, we will explore how these guidelines can inform and enhance your practice, particularly when working with historical material that is difficult, sensitive, or traumatic. Join us to shape the future of digital memory and education.</p>		
1:00 - 2:00	Lunch	<i>Provided by Momentum</i>
2:00 - 2:30	Travel to Tartu City Museum	
3:00 - 5:00	Tour of special exhibitions at City Museum	<i>The Art of Being a Child. Childhood in Tartu 1890 - 1949; Our Tartu</i>
6:00 - 9:00	Evening Event	The Barge Center
<p>Join us at the historic Barge Centre, winner of the Cultural Endowment of Estonia in Architecture special award in 2021, for a true Estonian evening! Enjoy music, sauna and friends! The Barge Centre sauna uses leftover wood from ship building to heat the cosy sauna, which is located on the banks of the Emajõgi River, a 15-minute walk from the city centre. You can jump directly into the Emajõgi River from the hot sauna bench, or relax on the banks of the river enjoying traditional Estonian fare.</p>		

## **Exhibitions and Innovation**

**Wednesday, October 2, 2024**

Time	Title	Speakers
9:00 - 9:10	Conference Opens	<i>Estonian National Museum</i>
9:10 - 9:15	<b>Welcome</b>	<b>Hillary Spencer</b> , ICOM Exhibitions, United States
9:15- 10:30	<b>Keynote: Exhibitions, Memories, and Indigenous communities</b>	<b>Chris Newell</b> , Akomawt Educational Initiative, United States <b>Taina Máret Pieski</b> , Sámi Museum Siida, Finland. moderated by <b>Margaret Middleton</b> , Independent Consultant, United Kingdom
<p>Historically, exhibitions about Indigenous communities were often developed without their involvement, perpetuating legacies of colonialism and displacement. Today, Indigenous museum leaders are transforming the exhibition process, offering new perspectives and approaches that challenge conventional practices. This keynote presentation will explore how Indigenous memories, traditions and contemporary experiences can be honored and integrated into the exhibition process, creating spaces that respect these cultures while fostering inclusive learning experiences for all.</p> <p>The keynote speakers will be:</p> <p>Taina Máret Pieski, Director of the Sámi Museum Siida in Inari, Finland. The Indigenous-led museum serves as both a cultural and nature center, focusing on the culture and history of the Sámi people, as well as the natural environment of Northern Lapland. Under Pieski's leadership, the museum has undergone significant renovations and expansions, enhancing its exhibitions and facilities to better serve the public and preserve Sámi heritage. The Sámi Museum Siida is the winner of the European Museum of the Year Award (EMYA) 2024.</p> <p>Chris Newell, a member of the Passamaquoddy Tribe, has made significant contributions to the museum field, particularly in promoting Indigenous perspectives. Newell served as the Executive Director and Senior Partner to the Wabanaki Nations at the Abbe Museum in Bar Harbor, Maine. He was the first tribal member to lead the museum, which is dedicated to Wabanaki art, history, and culture. During his tenure, Newell focused on decolonizing museum practices by centering Native voices and restructuring the museum's board to include a majority of Wabanaki members. Newell is also the co-founder of the Akomawt Educational Initiative, which aims to improve education on Native history and contemporary issues across New England.</p> <p>Moderated by Margaret Middleton, an American independent exhibit designer and museum consultant based in the UK with over 15 years of experience in the museum field. Working at the intersection of design and social justice, Middleton focuses on creating inclusive and welcoming museum experiences for diverse audiences.</p> <p>Join us for this impactful session to gain insights into the evolving role of Indigenous communities in shaping exhibitions and discover ways we can all contribute to this vital shift in museum practice.</p>		
10:30 - 11:00	Coffee Break	
<i>Plenary Sessions</i>		

11:00-12:15	Plenary Session: <b>What's Hard Right Now: Memory and Exhibitions in the Baltics</b>	<b>Dr. Ollie Kleemola</b> , Muisti Centre of War and Peace, Finland; <b>Kristine Milere</b> , Art Museum Riga Bourse, Latvia; moderated by <b>Linda Norris</b> , International Coalition of Sites of Conscience, United States <b>More speakers to be announced!</b>
<p>Every region faces unique challenges in politics, culture, and the arts—all of which shape the world of exhibitions. Join us for a dynamic conversation with voices from the Baltic region as we explore contemporary issues in exhibition development, storytelling, decolonization, and more. Don't miss this opportunity to dive into the topics that matter most!</p>		
1:30 - 3:00	<b>Marketplace of Exhibitions</b>	Hosted by <b>Manon Delaury</b> , Teo, France Sponsored by <b>Teo</b> and <b>Expona Exhibitions</b>
<p>Join us online or in person for this year's Marketplace of Exhibitions! This hybrid event will be streamed live from the Estonian National Museum. Discover the latest content, hear calls for partners, and explore exciting hosting opportunities from our presenters.</p>		
3:00 - 4:30	Workshop 1 - <b>Essentials of Traveling Exhibitions: From Concept to Execution</b>	<b>Julie Leclair</b> , ICOM Exhibitions and Canadian Museum of History, Canada <b>Amanda Mayne</b> , ICOM Exhibitions and The British Museum, United Kingdom
<p>ICOM Exhibitions brings the pros to you! In this workshop, seasoned experts Amanda Mayne and Julie Leclair will share their extensive experience in managing and touring exhibitions, both large and small. Participants will gain valuable insights into the key aspects of planning and executing a successful traveling exhibition, including:</p> <ul style="list-style-type: none"> <li>- Topic Selection: Learn how to choose compelling and relevant themes that resonate with diverse audiences.</li> <li>- Vendor Agreements: Understand the essentials of negotiating and managing agreements with vendors, ensuring smooth collaboration and clear expectations.</li> <li>- Touring Artifacts: Explore the considerations involved in deciding whether to include artifacts in your exhibition, including conservation, security, and legal implications.</li> <li>- Logistics: Delve into the practicalities of transporting, installing, and maintaining exhibitions across multiple venues.</li> <li>- Rental Agreements: Gain knowledge on drafting and negotiating rental agreements that protect your interests while fostering successful partnerships.</li> </ul> <p>Whether you're new to traveling exhibitions or looking to refine your approach, this workshop will provide you with the foundational tools and strategies needed to bring your exhibitions to life on the road.</p>		
3:00 - 4:30	Workshop 2 - <b>Sustainable Exhibitions: A workshop exploring how to reduce the environmental impact of exhibitions</b>	<b>Elise Foster Vander Elst</b> , Head of Exhibitions and Environmental Impact Lead, Design Museum, United Kingdom <b>Lorraine Finch</b> , Chair of the Institute of Conservation's Sustainability Network, United Kingdom
<p>Museum leaders around the globe are prioritizing environmental sustainability by implementing innovative green initiatives. From adjusting temperature standards and transitioning to LED lighting to adopting green logistics practices, these efforts are not only reducing environmental impact but also leading to significant cost savings and lower energy consumption.</p> <p>In this workshop, we'll address the critical question: How Can a Museum Develop Sustainability Strategies for Exhibitions? Maintaining and caring for museum exhibitions can have a measurable effect on an institution's environmental impact. With an eye on the future and an appreciation of the urgent need for all organizations to respond to the climate crisis, this workshop provides tangible strategies for greening your programs. This workshop provides tangible strategies, tools and resources for greening your programs.</p>		
3:00 - 4:30	Workshop 3 - <b>Exploring Playful Engagement</b>	<b>Ed Rodley</b> , The Experience Alchemists, United States
<p>In this workshop we will explore playful engagement in cultural settings through four interrelated concepts that are essential for creating compelling, memorable experiences—whether physical, digital, or blended. Participants will delve into sensory immersion, emotional evocation, narrative transportation, and playful participation as key components of effective visitor engagement.</p> <p>This workshop will provide attendees with a framework for understanding the visitor experience in cultural environments and propose a model of playful engagement that allows experience designers to visualize their objectives more clearly. Participants will learn how to incorporate these four concepts into their work, enabling them to craft a new generation of transformative experiences that resonate with audiences both in-person and online. Join us to discover how to enhance visitor engagement through playfulness and creativity!</p>		

4:30 - 5:00	<b>Closing Reception</b>	<i>Estonian National Museum</i>
Join us to thank our Estonian hosts, toast our friends and announce the 2026 conference location!		
7:00 - 12am	<b>Closing Party</b>	<i>We Claim the Night Closing Party!</i>
<p><b>Nomad Exhibitions</b> is hosting the ultimate close-out party this year! Get ready to dance at the Estonian National Museum's "Who Claims the Night" exhibition! If you partied with us in Prague, you know ICOM Exhibitions knows how to celebrate, and if you danced with us in Medellín, you know exhibitions folks know how to have fun! Don't miss this epic conference finale—it's going to be a night to remember!</p>		