

MCNx Guidelines

ABOUT THESE GUIDELINES

Because MCNx events are designed and organized by you under the “MCN” umbrella, we want to make sure that you have all the tools necessary to organize a successful MCNx event in your area. These non-negotiable and mandatory Guidelines act as a Do-It-Yourself handbook, providing you (the “Organizer”) with steps to follow to setup your own MCNx event (the “Event”).

WHAT IS MCNx?

Through MCNx, we encourage community members to organize local events that advance digital transformation in the museum sector with some support from MCN (Museum Computer Network) to grow regional networks of museum innovators.

MCNx events are designed and organized by you. We envision local speakers sharing their ideas and expertise through a variety of creative formats such as inspirational talks, presentations, conversations, interviews, deep dives or panel discussions that represent a range of voices and perspectives including speakers from underrepresented and minority backgrounds. However, it’s up to you to design a program that serves the needs of your local community. We’ll provide the MCN brand, marketing support, and a platform to share event documentation such as blog posts or videos.

THE SPIRIT OF MCNx

In 1967, an informal grouping of museums in the New York area established the Museum Computer Network (MCN) with the goal of automating their registration records. Since that time, MCN has sought to foster innovation and excellence by supporting museum professionals who seek to transform the way their organizations reach, engage, and educate their audiences using digital technologies. MCNx is a return to the collaborative, community-focussed approach of its roots, and seeks to enable community members to organize local events with support from MCN. Therefore, the event:

- must be aligned with MCN’s values and speak to its nonprofit mission to advance digital transformation in museums.
- should be as open and inclusive as possible.
- shall not be designed or produced as a marketing conference and may not be used to promote a commercial entity or interests.

ORGANIZER RESPONSIBILITIES

- Once a license is granted, the primary MCNx license holder becomes the Event Organizer.
- The Organizer is solely responsible for organizing the entire Event, including providing a

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space, resources, equipment, staff, food and beverage, and all other materials necessary for the Event, as the case may be.

- The Organizer is solely responsible for covering all costs associated with the Event.
- MCN is not responsible for providing the Organizer with any resources, staff support, or materials other than supporting the Event through its MCNx online resources herein, including promotion and documentation on the MCN website and blog, and on MCN social media properties.

MCNx FORMAT

Location

- MCN encourages community members to organize an MCNx Event in their home city or local community.
- MCN shall only grant one MCNx License per Event for a single location per year.
- When applying for an MCNx license (see “MCNx LICENSING” section below), MCN requires the Organizer to indicate the location where they propose to host their Event.

Event Date and Duration

- MCNx Events shall take place only between December 1 and July 31 of the following calendar year (the “Event Calendar Year”).
- The duration for any Event shall not exceed one day.

Program

- The Event shall be a stand-alone event and shall not be combined with or integrated into any pre-existing conference or event.
- The Organizer shall design a program for the Event that serves the needs of their local community by inviting local speakers to share their ideas and expertise through a variety of creative formats, such as, but not limited to, brief inspirational talks, conversations, interviews, deep dives or panel discussions. Speakers and discussions shall include a range of voices and perspectives. The Organizer is encouraged to provide opportunities for Speakers from traditionally underrepresented and minority backgrounds.
- The Organizer is encouraged to select a theme for the Event and ensure that the Speakers’ individual presentations, sessions, and panels cover a range of topics that are aligned with the Event’s theme.
- Both the Event theme and presentations or sessions or panels shall be aligned with MCN’s goal to advance digital transformation in museums.
- To ensure alignment with MCN’s mission and values, the Organizer shall share with MCN the Event proposed theme and program prior to any official announcement.
- MCN encourages Organizers to provide an opportunity for attendees to socialize and network before or after the Event.
- Where possible, at the request of the Event Organizers, MCN shall designate a representative to attend the Event on its behalf and to deliver welcome remarks at the start of the Event.

Admission

- In order to ensure turnout, MCN highly recommends that the Organizer requires attendees to register for the Event.
- The Organizer may charge a fee to attend the Event. In keeping with MCN's tradition of inclusivity, admission to an Event shall not exceed \$100 USD or its equivalent in foreign currency.
- The Organizer agrees to extend a discount of at least 25% to MCN members who register for the Event. The Event Web Page shall provide a link to the MCN membership signup page.

Speakers

- Diversity of Speakers and inclusion of speakers from traditionally underrepresented and minority backgrounds is strongly encouraged.
- The Organizer is solely responsible for sourcing and preparing the speakers ("Speakers").
- The Organizer and its representatives (i.e. members of its staff) may participate in the Event program as Speakers but shall be limited to a single presentation.
- The Organizer may not pay Speakers to present.
- If the Organizer secures sponsors for the Event, such sponsors shall not be allowed to participate as Speakers.
- However, should the Organizer secure an in-kind sponsorship with a museum, a cultural heritage site, a cultural and/or educational organization or nonprofit (collectively "Organizations") whereby they offer their space to host the Event, representatives from such Organizations may be allowed to participate as Speakers in the Event program.
- Speakers may not promote any commercial, political or religious agendas, and shall refrain from using inflammatory, violent, offensive, degrading and dividing language.
- The Organizer shall ensure that all Speakers are able to show evidence that any images, music and video clips used in their presentations are free of copyright and privacy restrictions and/or are in the public domain, clearly fair use, or used with permission of the copyright holders and persons depicted.
- The Organizer shall be entirely responsible for securing rights to any copyrighted materials.
- MCN strongly encourages Organizers to ask Speakers to create a short blog post about the content of their respective presentation (regardless of the format i.e. talks or interactive discussions such as panels). Ideally, MCN would encourage Speakers to submit such blog posts prior to the Event so they can be published and shared on MCN's and the Organizer's respective digital platforms; however, submitting them within 7 days after the Event is also acceptable.
- In addition, MCN highly recommends that Organizers video record all original content presented at the Event, especially interactive sessions such as interviews, panel discussions, and the like.
- When video is being recorded, speakers will be required to sign a release form



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(“Speaker Release Form” provided by MCN herein), giving MCN and the Organizer the right to edit and distribute video of their presentation. The Organizer shall keep copies of releases for its records and send to MCN upon request.

Friendly space policy

- The Organizer is committed to providing a safe and respectful space during the Event.
- The Organizer shall abide by and enforce MCN’s [Friendly Space Policy](#) during the Event.

Event evaluation

- In order to continually improve the experience of future MCNx events, MCN requires organizers to conduct an evaluation of the Event via an online survey.
- To ensure that consistent feedback is captured, MCN provides the Organizer with an MCNx Survey template.
- The Organizer may include additional questions not covered in the MCNx Survey template.
- The Organizer shall send the survey to all attendees no later than 24 hours after the Event.
- The Organizer shall share the survey results report with MCN within 7 days of the event.

MCNx LICENSING

Eligibility requirements

- MCN requires potential event organizers to apply for an MCNx License (the “License”) at least 60 (sixty) days prior the date of a proposed MCNx Event.
- In order to organize an MCNx Event, a prospective organizer must have previously attended at least one MCN Annual Conference.
- Once granted, the primary license holder shall be considered the MCNx Organizer.

Licensing terms

- MCNx Licenses are granted for a period of one Event Calendar Year (December 1 to July 31 of the following calendar year). It shall expire after the conclusion of the Event or on July 31 of the following calendar year, whichever comes first.
- MCN shall only grant one MCNx License per Event for a single location to take place during a given Event Calendar Year. Organizers will be required to re-apply for any subsequent events.
- Should a planned Event require to be cancelled, the Organizer shall have up to one year from the original license day to reschedule and host the Event.
- If a License has already been granted for the location an Organizer is applying for, MCN shall at its sole discretion either deny the License or grant it for the following Event Calendar Year.
- Should MCN receive one or more applications for an Event in the same location and the same Event Calendar Year, MCN shall encourage such organizers to co-organize the Event and apply for a single License for that location under one person or entity.



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- MCNx Licenses are granted exclusively to the primary license holder and are therefore non-transferrable.
- The Organizer acknowledges and agrees that the License shall not create any financial or funding obligation on either party.

MCNx BRANDING & PROMOTION

Branding

- The Event shall be named “MCNx [location]” e.g. MCNx London.
- The Organizer shall use the MCNx logo and its tagline (together referred to as “Logo”), as provided by MCN, to represent the Event at all times and adhere to the MCNx brand guidelines.
- The Organizer cannot use the MCN logo in any communications or branding as they relate to the Event.
- The Organizer shall refer to the Event as “MCNx [location]” and be credited as “[name], Event Organizer”.
- The Organizer shall not co-brand the Event by connecting the MCNx logo, tagline, identity and name to its own name or the name of another organization, non-profit, corporation or other, or shall not present the Event as being organized by such entities, unless MCN has given its prior approval.
- MCN owns all rights to the “MCNx” brand name and shall retain all rights to the MCNx concept and format as well as the ability to replicate future MCNx events at its sole discretion.

Event web page

- Once MCN has approved and granted an Event License to the Organizer, MCN shall create a web page on its MCNx website solely dedicated to the Event (the “Event Web Page”).
- MCN shall grant the Organizer limited editorial access to the Event Web Page until one month after the Event is concluded. The Organizer shall include information about the Event theme, the speakers, the program, the Event venue, date and location as well as a link to the Event registration or ticketing portal.
- The Organizer shall be responsible for setting up a registration or ticketing web page for the Event.
- Event Sponsors cannot be mentioned on the Event Web Page.

Video

- MCN highly recommends that Organizers video record all original content presented at the Event, especially for interactive sessions such as interviews, panel discussions and the like.
- The videos shall be free of watermarks, text, Organizer’s logo, videographer’s logo, or other labels.



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- Event sponsors' logos may be shown on one slide at the beginning and end of each video.
- The Organizer shall provide these videos to MCN within 7 days of the Event for MCN to publish them on video sharing platforms of its choosing.

Promotion

- MCN and the Organizer shall jointly promote the Event on social media channels as specified below under Social media.
- The Event shall be referred to as "MCNx [location]", and the Organizer shall be credited as "[name], Event Organizer".
- The Organizer agrees to comply with all of MCNx brand guidelines.
- The Organizer shall only use the MCNx Logo and may never use the MCN logo on their own social media channels.
- The Organizer shall submit any press release or media announcement (not including social media) of the Event to MCN for review and prior approval.
- Photos of the Event must be released under a Creative Commons license ("Attribution - NonCommercial - NonDerivative") so they can be freely shared and reposted.

Social media

- MCN shall promote the Event on its own social media channels, including a dedicated MCNx Twitter account owned by MCN.
- MCN shall give the Organizer temporary access to the MCNx Twitter account to post upcoming information about the Event. MCN shall revoke the Organizer's access to the account after the close of the Event.
- The Organizer may also promote the Event on their own social media accounts. All the standard naming, sponsor and branding rules apply.

MCNx SPONSORS

Funding

- MCNx is a volunteer endeavor. The Organizer may not use the Event to make money or to raise funds for charities or other organizations.
- All funds raised through the MCNx event's ticket sales and partnerships must go back into the organizing of the Event.
- The Organizer may only raise funds through event ticket sales and sponsorship.

Sponsors restrictions

- The Organizer may secure corporate sponsorships to support the Event.
- Companies in the adult entertainment, tobacco/cigarettes, and weapons, ammunition and defense industries cannot be approached or secured as potential sponsors.
- MCN strongly encourages the Organizer to seek sponsorships from vendors that operate in the museum and cultural sector.
- Sponsors have no editorial control or veto power over the Event's program.



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- Generally, Sponsors are not allowed to participate as Speakers in the Event program.
- However, should the Organizer secure an in-kind sponsorship with a museum, cultural heritage site or other cultural organization to offer their space to host the Event, representatives from such museum, cultural heritage site or organization may be allowed to participate as Speakers in the Event program.
- The Organizer may mention or endorse sponsors only on their own social media accounts.
- The Organizer may allow sponsors to give away branded products to attendees at the Event.

For any questions, email us at: mcnx@mcn.edu