

# AUDACE

Association canadienne des centres de science  
CONFÉRENCE ANNUELLE  
Montréal, Québec > 5-6-7 mai 2010

CENTRE DES SCIENCES DE MONTRÉAL



CENTRE  
DES SCIENCES  
DE MONTRÉAL



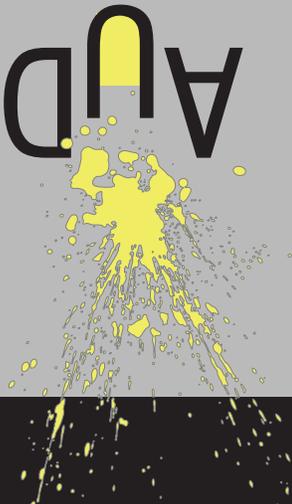
CENTRE DES SCIENCES DE MONTRÉAL



MONTRÉAL  
SCIENCE CENTRE

Canadian Association of Science Centres  
ANNUAL CONFERENCE  
Montréal, Québec > May 5-6-7 2010

# AUDACITY



Science is definitely a field where daring can be given free reign. Many crazy and revolutionary ideas have crystallized into real projects thanks to bold creators who believed in their ideas. Science museums and similar organizations can also take pride in taking a bold approach in their operations, programming and event funding.

This year, the Montréal Science Centre is pleased to host the eighth annual CASC conference. For three days, you will have access to a variety of workshops and seminars with a wide range of topics, in addition the presentation of our keynote speaker, Chantal Petitclerc. On Thursday, May 6, exhibitors will welcome you to their booths, displaying the latest products and services developed for museums and science centres. As a delegate, exhibitor or partner, you are also invited to take part in various events and social activities, such as the welcome reception on Wednesday evening, the reception at the Cœur des sciences at Université du Québec à Montréal, and the awards gala to honour outstanding CASC members and their projects.

# Message from the CASC Board of Directors

We all need a little audacity in our lives and in our work! Audacity is the opportunity to be daring and bold, to throw caution to the wind, and to take chances. This is what sparks innovation and fuels constant evolution. It is also what makes life and work fun and interesting.

The Board of Directors is pleased to welcome you to CASC's 2010 Annual Conference. We are very excited to return to Montréal. Our conference hosts at the Montréal Science Centre with partners across Canada have planned a wonderful program that includes inspiring learning sessions, engaging social events and an opportunity to celebrate the cutting-edge work that is happening in Canada's science centres today.

Thank you so much to all of the organizers, sponsors, exhibitors and delegates who have come together to make this conference our most important national networking and professional development event.

Over the next few days, we look forward to our discussions -- during the keynote and concurrent sessions and over cocktails -- about how we can all boldly move forward to inspire a creative and prosperous Canada through science and technology engagement.

Sincerely,

## CASC BOARD OF DIRECTORS 2009-10

**President**, Tammy Adkin, *London Regional Children's Museum*

**Vice-President**, Dov Bercovici, *Discovery Centre*

**Treasurer**, Catherine Paisley, *Ontario Science Centre*

**Secretary**, Josée Duhaime, *Montréal Science Centre*

**Past-President**, Jim Marchbank, *Science North*

**Director**, Tracy Calogheros, *The Exploration Place*

**Director**, David Desjardins, *Science Est*

**Director**, Claude Faubert, *Canada Science  
and Technology Museum*

**Director**, Claudette Leclerc, *The Manitoba Museum*

**Director**, Elizabeth McCrea, *Canadian Museum of Nature*

**Director**, George Smith, *TELUS World of Science – Edmonton.*



## Message from the Old Port of Montreal Corporation's President and Chief Executive Officer

Dear colleagues,

On behalf of the entire Montréal Science Centre (MSC) team, I would like to welcome you to Montréal, the Old Port, and the MSC for this eighth annual CASC conference.

The theme of this year's conference is Audacity. And indeed, to remain relevant within our communities and credible among potential partners, we must dare to create, innovate and take risks. The sky is the limit, because audacity and taking risks are part of our institutions' DNA.

These few days of meetings and discussions will give us a chance to reflect on, assess, and share the pioneering experiments we have dared to undertake. This process will highlight the extent to which our institutions have altered paradigms, developed innovative approaches and created new models for partnership and collaboration.

After first hosting the conference in 2005, it is our great honour to welcome you a second time—especially this year, because 2010 also marks the 10th anniversary of the MSC.

I am proud to say the MSC has shown audacity ever since its opening on May 1st 2000, and more so than ever in 2010 with the opening of *Sex: A Tell-all Exhibition*, which gives visitors a chance to explore a subject that is both an intimate and essential part of our lives.

Enjoy the 2010 conference. I hope you have inspiring conversations, constructive discussions and a lovely stay in Montréal.

Claude Benoit  
*President and Chief Executive Officer  
Old Port of Montréal Corporation*

# WEDNESDAY, MAY 5

**12:00 p.m. – 6:30 p.m:** Registration

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**1:00 p.m. – 4:30 p.m:** Pre-conference Workshop

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**How are we doing?**

**Understanding the impact of our exhibits**

*Where: Espace Bernard Lamarre – In English*

Engaging visitors in a learning experience is a fundamental objective for science centres. Assessing the effectiveness of exhibits and related programs is imperative for informing best practices and for understanding the impact of these activities on our visitors.

Learning is an active process of making meaning in the context of personal prior knowledge and prior experience, motivation and interest. Understanding the process and evidence of learning is the key to assessing the effectiveness and impact of our exhibits. In this workshop, Chantal Barriault from Science North will introduce participants to a few research methods and evaluation frameworks that are based on current research in free choice learning environments. Participants will gain practical evaluation techniques that can be adapted for use within their own centres.

**Speaker:**

CHANTAL BARRIAULT, *Co-Director, Science Communication, Senior Scientist, Research and Evaluation, Science North, Sudbury*

With the support of:



 Canadian Space Agency / Agence spatiale canadienne

**6:30 p.m. – 9:30 p.m:** Welcome Reception  
at the Montréal Science Centre

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Make new friends and greet old ones at the CASC conference kick-off event at the Montréal Science Centre. The welcoming reception will be held at the Montréal Science Centre, where you will also get a chance to visit the latest temporary exhibition: *Sex: A Tell-all Exhibition*. All delegates are welcome!

Presented by:



# THURSDAY, MAY 6

**8:30 a.m. – 4:30 p.m:** Registration

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**8:30 a.m. – 5:45 p.m:** Trade Show  
in Panoramic Hall

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**9:00 a.m. – 10:00 a.m:** Opening Keynote –  
Chantal Petitclerc

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*Where: Perspective 235° – Simultaneous Interpretation*



She has defied her physical circumstances to set new world records, capture gold medals and become an inspiration to all Canadians. She is the epitome of determination, perseverance and discipline.

Presented by:



**10:00 a.m. – 10:30 a.m:** Health Break in Trade Show

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**10:30 a.m. – 12 p.m:** Concurrent Sessions

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## **1. Strategic Planning**

*Where: Room 1 – In English*

The world has changed dramatically over the past few years, and science centres have had to shift their strategic approach to address changing demographics, shifting travel patterns and volatile economic conditions. In order to survive, many science centres have undertaken the review of their current strategic direction, structure and operations, and developed detailed business plans to achieve organizational success.

This session will review the business planning process recently undertaken by three different institutions to achieve strategic goals and raise their operations to a new level. Learn about the challenges, setbacks and successes of organizations that are embracing change.

### **Leader/Speaker:**

JIM MARCHBANK, *Chief Executive Officer, Science North, Sudbury*

# THURSDAY, MAY 6

## **Speakers:**

GEORGE SMITH, *Chief Executive Officer, TELUS World of Science, Edmonton*

MARIE-CLAUDE BIBEAU, *Chief Executive Officer, Nature and Science Museum, Sherbrooke*

Session presented by:



## **2. Changing the system from inside: how science centres have shaped school curricula**

*Where: Room 2 – In English*

This session will present three case studies where science centres have been involved in projects with Departments of Education and school boards which have helped shape the curriculum taught in schools.

Science centre representatives from New Brunswick, Quebec and Ontario will talk about their experiences, both positive and negative, and discuss how science centres have the ability not only to motivate and excite students in our centres, but also in the schools - by shaping the actual curriculum, training teachers and embracing current educational research.

## **Leader/Speaker:**

MICHAEL EDWARDS, *Director of Programming, Science East, Fredericton*

## **Speakers:**

KAREN MATHESON, *Director of Education, Science East, Fredericton*

DANIELLE WALTEBURY, *Senior Scientist, Education & Northern Programs, Science North, Sudbury*

ROGER ROY, *Project Manager, Éclairs de sciences, Montréal Science Centre*

## **3. Videoconferencing: Connecting Museums, Science Centres and Heritage Sites with Schools**

*Where: Perspective 235° – Simultaneous Interpretation*

In the Fall of 2006, Environment Canada's Biosphère in Montréal began delivering live and interactive educational videoconferences to schools and organizations across Canada. Parks Canada also began testing the learning potential and general appeal of videoconferencing. These videoconferences offer access to the Biosphère's environmental expertise and Canada's national parks, historic and remote heritage sites to classrooms via the Internet. In collaboration with the Kawartha Pine Ridge District School Board in Ontario, numerous videoconference programs have

been delivered and evaluated for educational outcomes and developing awareness and emotional connections with students. This conference session will offer insight into videoconference experiences. We will show how your own institution can create strong learning environments and enhance student appreciation and connection delivered...virtually!

**Leader/Speaker:**

RENÉ BRUNET, *Coordinator Distance Learning / Videoconferencing, Environment Canada's Biosphère, Montréal.*

**Speakers:**

MICHAEL WHITE, *Senior Research Analyst, New Media, Public Information and education Branch, Parks Canada, Gatineau*

COLIN JAGOE, *Instructional Leadership Consultant - Science & Technology and Outdoor Education Kawartha Pine Ridge District School Board*

JEFFREY B. BROWN, *Instructional Leadership Consultant: Technology and Learning Resources, District e-learning Contact, Kawartha Pine Ridge District School Board*

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**12:00 p.m. – 1:30 p.m:** Trade Show Luncheon

A great chance to talk with our exhibitors about the new products and services available to museums and science centres.

Presented by:



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**1:30 p.m. – 3:00 p.m:** Concurrent Sessions

**4. Screening and Selection for Strategic Success:  
Starting a Social Enterprise**

*Where: Room 1 – In English*

Despite the fact that often an excessive amount of potential ideas are brainstormed for new earned income ventures, often it's just one or two that really are worth considering. This interactive workshop will demonstrate the process of how a science centre finds the strongest and most promising idea for its future sustainability through earned income.

Attendees who would benefit most are senior-level managers and executives looking to develop social enterprises within their existing science centres. The audience will leave with a solid framework from which to develop enterprise ideas, screen those ideas, and move forward with those ideas with the most potential. Other skills and lessons will revolve around general discussions of what criteria to screen for; thus, there will be considerable focus on what makes a social enterprise effective and successful.

# THURSDAY, MAY 6

The lessons will be supplemented with cases and examples of real life scenarios. Moreover, participants will be taken through an example process, derived from audience ideas, input, and experience. The session will be highly reflective and interactive.

**Leader/Speaker:**

JOHN BAKER, *Chief Executive Officer, Aperio, Toronto*

**Speaker:**

CHAD MARTIN, *Consultant, Aperio, Toronto*

## **5. Letting Go: Changing the role of science centre educators**

*Where: Room 2 – In English*

Science centre educators have traditionally acted as authorities in designing and delivering educational experiences for the public. However, we are beginning to question and challenge this model, and asking ourselves, 'Might there be value in letting go of control over these experiences?' This interactive session will allow participants to explore and discuss differing approaches to our role in educational experiences, as well as learn how this new philosophy may be successfully applied at their own science centres. Experiences from TELUS World of Science – Calgary will also be presented as a case study. A diverse audience is welcome – be prepared for hands-on fun, thought-provoking discussion, and valuable take-away ideas!

**Speaker:**

BRANDI CHUCHMAN, *Public Programs Coordinator, TELUS World of Science, Calgary*

## **6. Provocation or Reflection?**

*Where: Perspective 235° – Simultaneous Interpretation*

What is a controversial exhibition? Why do some institutions decide to present them? Four panelists discuss the reasoning behind why their institutions made this decision, explaining both their doubts and their certainties. See how they prepared their teams and their visitors to think about topics as controversial as personality, sexuality, life and death, and beauty and ugliness.

Through the exhibitions *Body Worlds*, *Sex: A Tell-all Exhibition*, *Who am I?* and a planned exhibition on minerals from asbestos mines, you will discover that the primary goal of these exhibitions is not to attract visitors through provocation, but rather to lead visitors to the heart of a debate that raises questions, prompts reflection, and brings about changes both within the institution itself and the public it serves.

The presentation will be followed by a discussion period between panelists and audience.

**Leader/Speaker:**

CAROL PAUZÉ, *Director of Exhibitions, Montréal Science Centre*

**Speakers:**

ARMELLE LE GOUIC, *Collections and Programming Manager, Musée minéralogique et minier de Thetford Mines*

MARIE-CLAUDE LETARTE, *Project Manager, Science Production Centre, Sherbrooke's Museum of Science and Nature*

**3:00 p.m. – 3:30 p.m:** Health Break in Trade Show

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**3:30 p.m. – 4:45 p.m:** Concurrent Sessions

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**7. Thriving in French in a sea of English: the audacity of being small**

*Where: Room 1 – In English*

Canadian science centres that work or would like to work in Canada's two official languages are invited to this session that illustrates the challenges and advantages of offering exhibitions, programming, special events and website content in French. Explore the challenges of offering French in a largely anglophone environment, from making a persuasive business case and assessing needs and opportunities, to determine the best and most efficient ways of utilizing your resources in order to provide the highest quality of French content. Panel members will discuss personal experiences meeting these challenges and provide examples of work from recent exhibitions. Audience members will also be invited to take part in a discussion regarding the "state of French offerings" at Canadian Science Centres where they can provide input and suggestions.

**Leader/Speaker:**

MARICI DILLON, *Science Writer/Editor French Language, Ontario Science Centre, Toronto*

**Speakers:**

JACQUES BOURGEOIS, *Promotion and Marketing, Oak Hammock Marsh Interpretive Centre*

## 8. Outreach - Getting to them from the outside!

Where: Room 2 – In English

This panel discussion will allow session participants to understand the variety of programs and experiences that are being delivered to audiences outside the science centre. Learn more about the why, the what, the who, and the how much. Panelists will share their strategies and challenges. During the last 30 minutes of the session members of the audience will be invited to meet with two of the panelists at smaller tables to answer questions and expand and share information.

### Leader/Speaker:

NICOLE CHIASSON, *Director of Education and Northern Programs, Science North, Sudbury*

### Speakers:

JO-ANN COGGAN, *Community Science Celebration Lead, TELUS World of Science, Vancouver*

KELSEY ARMSTRONG, *Director, School Programs, TELUS World of Science, Edmonton*

MICHAEL EDWARDS, *Director of Programming, Science East, Fredericton*

## 9. Daring to Change

Where: Perspective 235° – Simultaneous Interpretation

The time of museums and science centres operating in a navel-gazing vacuum is over. For our institutions—both because of rationalization and in order to embark on daring initiatives—today's reality dictates that we focus on cooperation, partnership, sharing and mutual assistance. Sandra Corbeil will present concrete examples that have helped foster collaboration among the three components of the Canada Science and Technology Museum in developing projects that achieve common goals while maintaining each institution's independence. Benoît Légaré will present *Montréal City of Glass, a Tale of Innovation*, a huge, innovative Montréal-wide project he initiated involving the participation of 26 museums, galleries, artisans and other partners. This huge international event, jointly organized by the Montréal Science Centre and the Board of Montréal Museum Directors, will take place from February to December 2010.

### Leader/Speaker:

SANDRA CORBEIL, *Manager, Education Programs and Events, Canada Science and Technology Museum, Ottawa*

### Speaker:

BENOÎT LÉGARÉ, *Vice-president and Director, Montréal Science Centre*

**3:00 p.m. – 5:30 p.m**

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**10. Geology and architecture walking tour with the Cœur des sciences de l'UQAM – In French**

*Where: The bus will be waiting for you in front of the Montréal Science Centre at 2:45 p.m.*



Did you know that there are fossils and garnets on our streets? On this geology and architecture walking tour of Sherbrooke Street, you will discover the deep-seated secrets hidden in the cut stone (limestone, granite, sandstone, etc.) used in buildings. The tour is led by two geology and urban planning consultants.

**Led by :**

JEFFREY VAILLANCOURT and YONA JEBRAK, *Cœur des sciences de l'UQAM*

Presented by :



**5:30 p.m. – 7:30 p.m:** Cocktail at Cœur des sciences de l'UQAM

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*Where: Downtown Montréal. A shuttle is available; it will leave at 5:15 p.m. from the Montréal Science Centre.*

Presented by:



# FRIDAY, MAY 7

**9:00 a.m. – 10:00 a.m:** Annual General Meeting  
in Espace Bernard Lamarre – in English

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**10:00 a.m. – 10:30 a.m:** Health Break in Walkway

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**10:30 a.m. – 12:00 p.m:** Concurrent Sessions

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## **11. Exhibit Design - On the Boards**

*Where: Room 1 – In English*

Exhibit design needs to respond to the issues that are most relevant to us today. What global themes are emerging in science centres? How are these themes being addressed? What are the implications for us as we move forward with planning our institutions? Presentations will include a range of project types and budgets.

- 10 minute synopses from our panel of different science centres projects outside of Canada
- 10 minutes reflection on common themes and media
- 20 minutes discussion of implications of these trends on Canadian science centres
- 10 minutes discussion of actions we can take to take advantage of global trends

### **Leader/Speaker:**

PHIL ALDRICH, *Principal, AldrichPears, Vancouver*

### **Speakers:**

STEPHEN PETRI, *Principal, Reich and Petch, Toronto*

JULIE MOSKALYK, *Staff Scientist, Science North, Sudbury*

IAN MCLENNAN, *Principal, Ian McLennan Consulting, Edmonton*

Session presented by: **SCIENCE NORTH**  **SCIENCE NORD**

## **12. Feeding the Beast: 2 different angles on continuous exploration in fund development maximization**

*Where: Room 2 – In English*

Join us for a session on how two different ends of the fund development spectrum (membership sales and sponsorships) stay dynamic and effective by employing new ideas and taking bold steps. What works best? Beauty or the beast? Money or premiums? Cookies or carrots? What to do when the inevitable recession hits? This session will focus on how membership and sponsorship programs can be whipped into growth by continuously questioning and fine tuning all aspects of sales and marketing operations. Examples, ideas and results from over a decade of unsuppressed curiosity will be shared. Feel free to bring your own examples of surprising data that helped strengthen your science centre's fund development programs.

**Leader/Speaker:**

PIERRE HARVEY, *Chief Development Officer, Sherbrooke's Nature and Science Museum*

**Speaker:**

LENE ROSENMEIER, *Ontario Science Centre, Toronto*

**13. PECHA KUCHA**

*Where: Espace Bernard Lamarre – Simultaneous Interpretation*

**Developing interdisciplinary programming to empower teachers in a changing world**

Living in a world which is constantly changing and increasingly interdependent, there is a need for collaboration across various disciplines to find solutions to new challenges. Science centres can play a role by developing new interdisciplinary programming, which allows us to target new teachers/audiences. One example of this approach is a bioinformatics workshop where expertise in biology and mathematics is required to design algorithms to mine data from the GenBank database. New combinations that could attract teachers from other disciplines to come to the science centre may be business studies and technological education, climate change and economics, or health education and media.

**Leader/Speaker:**

BHAVLEEN KAUR, *Science Educator, Ontario Science Centre, Toronto*

**Speaker:**

STEWART CRAVEN, *Teacher (Science School, Ontario Science Centre), Ontario Science Centre (seconded from Toronto District School Board)*

**The Wide World of GAME FOR SCIENCE**

GAME FOR SCIENCE is a virtual world focusing on the sciences, aimed at young people 9 to 16 years old, enjoyed by young and old alike all over the world. As entertaining as it is educational, it gives participants a chance to learn about different areas of human knowledge through play. There is so much to do at GAME FOR SCIENCE: players can handle rare objects, conduct virtual experiments using sophisticated equipment, measure their knowledge against that of other players, consult multimedia scientific content, and visit thematic "islands" such as Genomia (a miniature world of genomics). Join members of the CREO Studios team specializing in production and scientific popularization on a lively guided tour of the many thematic islands of GAME FOR SCIENCE. You're sure to catch the travel bug yourself.

# FRIDAY, MAY 7

**Speaker:**

GENEVIÈVE LAJEUNESSE, *Development Manager, CREO, Montréal*

## UrbanQuest.com: Adding Adventure to your Museum

UrbanQuest.com is a company that specializes in designing treasure hunt type experiences within different environments including museums, that allow patrons to interact with the content of the museum in a unique, new way. The program is set up free of charge, is static in design (so that anyone can enjoy it at any time), will generate new customers (as the quests are sold on UrbanQuest.com), and has been heralded by high school teachers as a great new interactive way to engage students. The museum can also create a new revenue source by selling the Quest within the gift shop at the museum. This presentation will explain the program and how to get started.

**Speaker:**

ANTHONY WOODS, *President, UrbanQuest, Ottawa*

## Lego Robotics

This session will explore how Lego Education provides students aged 6 and up with the opportunity to explore and discover science, technology, engineering, and math using an exciting, engaging, and hands-on approach. Lego has produced three different platforms for robotics (WeDo, NXT, and Tetrax) which target a wide spectrum of levels and abilities. Students will be challenged to build and program smart robots by utilizing step-by-step instructions and simple drag and drop programming. Students are able to eventually come up with their own innovative ideas and challenges.

**Leader/Speaker:**

WAYNE LANGDON, *National Sales Director, Spectrum Educational Supplies Ltd, Newmarket*

**Speaker:**

MATTHEW THOMPSON, *Secondary Science Catalogue Director, Spectrum Educational Supplies Ltd, Newmarket*

## The Planétarium Rio Tinto Alcan: Innovation and Daring

In 2012, the Montréal Planetarium will move to a new space in an innovative and original building constructed at the foot of the Olympic Stadium, opposite the Montréal Biodome and next door to the Botanical Gardens and the Insectarium. The arrival of the Rio Tinto Alcan Planetarium will turn this site into the largest natural science museum complex in Canada.

The presentation will feature the architectural concept of the future planetarium, the bold nature of its astronomy programming, and the various experiences offered to visitors.

**Leader/Speaker:**

PIERRE CHASTENAY, *Astronomer, Montreal Planétarium*

**Joining Media Arts with Science**

Increasingly in Canada and world-wide, museums and science centres are developing partnership projects to exhibit the work of artists in the field of media arts. Creating art for these exhibition settings presents stimulating challenges for artists and science museums alike, and such partnerships help to broaden target audiences and to combine innovative media arts projects with science and technology. Come see the partnership projects produced by Molior and presented at the Montréal Science Centre.

**Speaker:**

ANDRÉE DUCHAINE, *General Manager, Le groupe Molior, Montréal*

**12:00 p.m. – 1:30 p.m:** Lunch (not provided)

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**1:30 – 3:00 p.m:** Concurrent Sessions

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**14. Community Science Celebrations – Collaborating with Communities to Discover the Science all Around Them**

*Where: Room 1 – In English*

“Discover the Science all around you” is the theme of Science World’s *Community Science Celebrations*. This outreach program includes a week of community-based science and technology activities that culminates in a free community science event at a local community college, school or recreational centre. This fun-filled family event includes and involves the entire community. How are Community Science Celebrations different from traditional outreach programs? Through an interactive presentation, we will discuss:

- The program model “how to” and set-up
- Advantages and disadvantages of this approach to outreach
- What we have learned from five years of program delivery—our challenges to enable community leaders to continue hosting Community Science Celebrations without our support.

**Leader/Speaker:**

JO-ANN COGGAN, *Manager Community Outreach, Science World, Vancouver*

**Speaker:**

PARIS GAUDET, *Project Manager, Mid-Island Science, Technology & Innovation Council (MISTIC), Nanaimo*

## 15. Shared Services - Identifying Economies of Scale and Leveraging Others

*Where: Room 2 – In English*

Like the broader business world, science centres face continual pressure to create efficiencies and reduce duplication - while providing increased value to members and the community. Within this context, we will discuss ways of partnering with others and explore best practices. Many organizations have discovered that the most appropriate area to partner is in non-core activities. These include: administrative support, human resource management, legal support, supplies and services, and financial services. This workshop will cover the basics, but also delve into case-based analyses, including coverage of issues specific to attendees.

**Leader/Speaker:**

JOHN BAKER, *Chief Executive Officer, Aperio, Toronto*

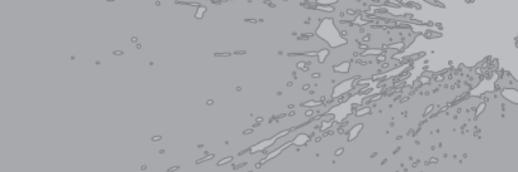
**Speaker:**

CHAD MARTIN, *Consultant, Aperio, Toronto*

## 16. Messages in Motion: New Technology and Science Communication

*Where: Espace Bernard Lamarre – Simultaneous Interpretation*

From traditional static copy panels to digital signage, immersive technology and "mobile media-based" exhibits, the options for communicating science to visitors have increased ten-fold over the last few years. What type and form of communication speaks best to a particular audience? Is high-tech necessarily better? How can you and your institution best leverage your content assets to reach as many audiences as possible? And what pressures do these new types of content place on staffing and skill-sets? This session will examine recent and emerging developments in the various media available for science communication both inside and outside your walls. Case studies and examples will be presented and participants will take part in a brainstorming exercise to explore options for future exhibitions.

**Leader/Speaker:**

MEIKO BAE, *Senior Exhibit Designer, 2D, Ontario Science Centre, Toronto*

**Speakers:**

CAROL PAUZÉ, *Director, Exhibitions Department, Montréal Science Centre*

MICHAEL WHITE, *Senior Research, Analyst – New Media, Public information and education branch, Parks Canada, Gatineau*

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**3:00 p.m. – 3:30 p.m:** Health Break in Walkway

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**3:30 p.m. – 4:45 p.m:** Concurrent Sessions

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**17. Working with Outside Experts**

*Where: Room 1 – In English*

We all rely on outsiders for help. Working with volunteers, advisers or community group members who are experts offers significant benefits, but also carries risks. We will discuss tested and innovative techniques to bring the right outsiders into your organization, how to work with them effectively, and how to cultivate them if they don't yet exist.

**Leader/Speaker:**

CARLY DE BOICE, *Program Developer, New Science Centre 2011 Project, TELUS World of Science, Calgary*

**Speakers:**

STACEY CROZIER, *Program Developer, New Science Centre 2011 Project, TELUS World of Science, Calgary*

JENNIFER PINK, *Director, Science Program, Science North, Sudbury*

THÉRÈSE BARIBEAU, *Manager, Environment Museum, Environment Canada's Biosphère, Montréal*

**18. Citizen Science: A Tool for Engagement**

*Where: Room 2 – In English*

Public participation in ecological and scientific monitoring initiatives, as well as onsite public archaeology programs, provides hands-on field experience that helps people gain an understanding of environmental processes, technologies such as GPS, scientific research, and protection of important areas. Environment Canada's Biosphere, the Ontario Science Centre and Parks Canada have been working to facilitate the implementation of these hands-on programs in urban areas, national parks, national historic sites and national marine conservation areas across the country.

# FRIDAY, MAY 7

This session will focus on the issues and challenges faced by staff, the scientific community, and the public in the creation and implementation of these programs from the Science Centre and institutional perspective. Examples from Adopt a River, Biokits, Nature Watch, public archeology programs, and OSC programs will be drawn from in this session. A facilitated discussion will follow on how similar citizen science programs might be adapted for implementation at other science centres.

**Leader/Speaker:**

TAMMY CLARKE, *Lead Specialist, Public Outreach Education, Parks Canada, Gatineau*

**Co-présentatrices:**

ELIZABETH KILVERT, *Educational Specialist, Environment Canada's Biosphère, Gatineau*

SARA POIRIER, *Researcher/Programmer, Astronomy & Space Sciences, Ontario Science Centre, Toronto*

**3:00 p.m. – 5:30 p.m:**

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**19. Geology and architecture walking tour with the Cœur des sciences de l'UQAM - In English**

*Where: The bus will be waiting for you in front of the Montréal Science Centre at 2:45 p.m.*



Did you know that there are fossils and garnets on our streets? On this geology and architecture walking tour of Sherbrooke Street, you will discover the deep-seated secrets hidden in the cut stone (limestone, granite, sandstone, etc.) used in buildings. The tour is led by two geology and urban planning consultants.

**Led by:**

JEFFREY VAILLANCOURT and YONA JEBRAK, *Cœur des sciences de l'UQAM*

ROSS STEVENSON, *professor of geology from UQAM*

Presented by:



6:30 p.m. – 10:30 p.m: Awards Gala at the  
Montréal Science Centre

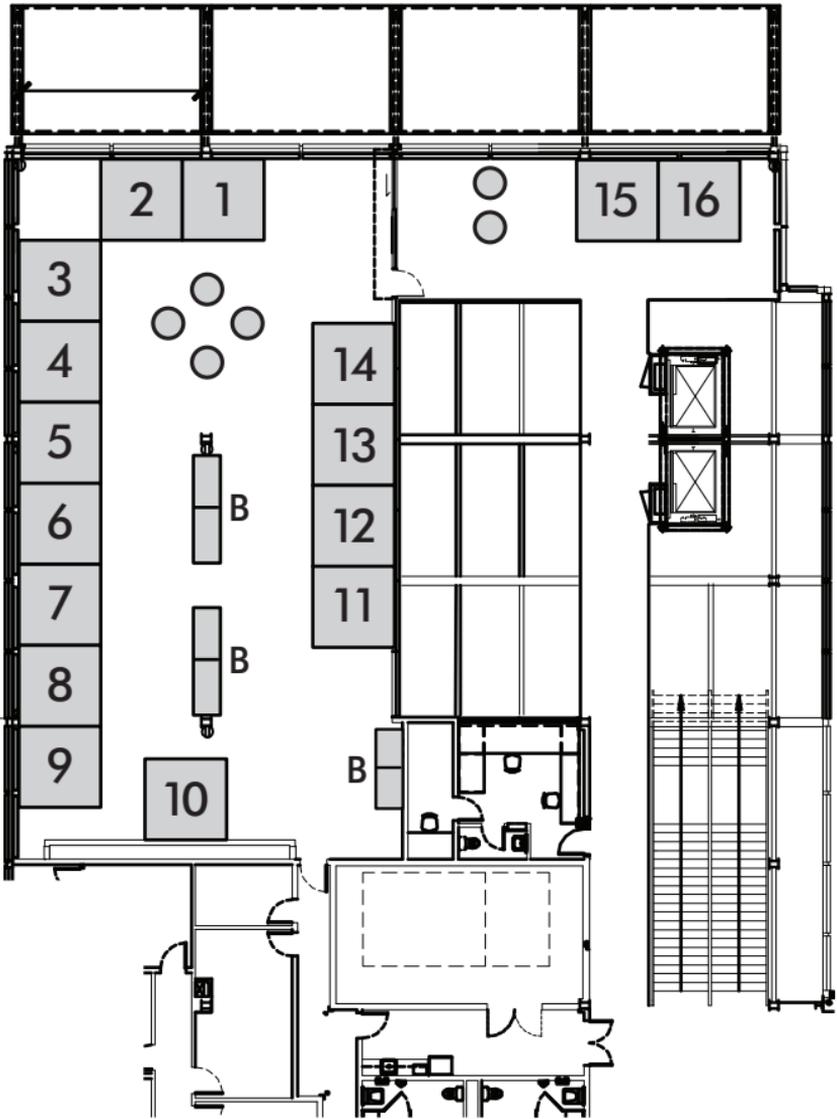
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Join us for this celebration of Canada's outstanding achievements in science engagement. This lively event will include dinner, special remarks and the awards ceremony in recognition of Canada's best and brightest.

Presented by:



# TRADE SHOW



Booths: 1-16

B: Buffet

O: Cocktail tables

## Exhibitors

KIOSQUE 1: Evans & Sutherland Computer Corporation

KIOSQUE 2: Canada Science and Technology Museum Corporation

KIOSQUE 3: Science Production Centre, Sherbrooke's Museum of Science and Nature

KIOSQUE 4: Ontario Science Centre

KIOSQUE 5: CREO

KIOSQUE 6: Canadian Museum of Nature / CineMuse

KIOSQUE 7: Canadian Space Agency

KIOSQUE 8: Seiler Instrument & Mfg. Co. Inc.

KIOSQUE 9: Seiler Instrument & Mfg. Co. Inc.

KIOSQUE 10: Seiler Instrument & Mfg. Co. Inc.

KIOSQUE 11: Professional Institute of Public Services Canada

KIOSQUE 12: Natural Resources Canada

KIOSQUE 13: Science North

KIOSQUE 14: Ateliers Multiversions

KIOSQUE 15: Spectrum

KIOSQUE 16: Canadian Association of Science Centres

# ACKNOWLEDGEMENTS

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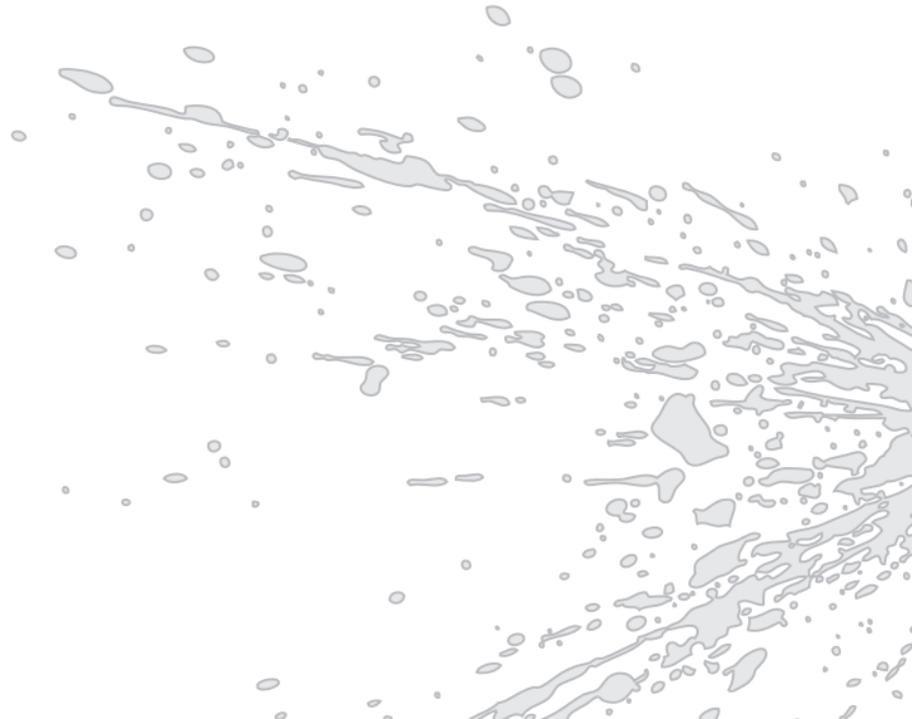
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# SCHEDULE

## WEDNESDAY, MAY 5

**12:00 p.m. to 6:30 p.m.**

**Registration**

*Where: Walkway*

**1:00 p.m. to 4:30 p.m.**

**Pre-Conference Workshop (E)**

How are we doing?  
Understanding the impact  
of our exhibits

*Where: Espace Bernard  
Lamarre*

**6:30 p.m. to 9:30 p.m.**

**Welcome Reception**

*Where: Montréal Science  
Centre*

## THURSDAY, MAY 6

**8:30 a.m. to 4:30 p.m.**

**Registration**

*Where: Walkway*

**8:30 a.m. to 5:45 p.m.**

**Trade Show**

*Where: Panoramic Hall*

**9:00 a.m. to 10 a.m.**

**Opening Keynote -  
Chantal Petitclerc (T)**

*Where: Perspective 235°*

**10:00 a.m. to 10:30 a.m.**

**Health Break in Trade Show**

**10:30 a.m. to 12:00 p.m.**

**1. Strategic Planning (E)**

*Where: Room 1*

**2. Changing the system from  
inside: how science centres  
have shaped school curricula (E)**

*Where: Room 2*

**3. Videoconferencing:  
Connecting Museums, Science  
Centres and Heritage Sites  
with Schools (T)**

*Where: Perspective 235°*

## THURSDAY, MAY 6

**12:00 p.m. to 1:30 p.m.**

**Trade Show Luncheon**

**1:30 p.m. to 3:00 p.m.**

**4. Screening and Selection  
for Strategic Success: Starting  
a Social Enterprise (E)**

*Where: Room 1*

**5. Letting go. Changing  
the role of science centre  
educators (E)**

*Where: Room 2*

**6. Provocation or Reflection? (T)**

*Where: Perspective 235°*

**3:00 p.m. to 3:30 p.m.**

**Health Break in Trade Show**

**3:30 p.m. to 4:45 p.m.**

**7. Thriving in French in a  
sea of English: the audacity  
of being small (E)**

*Where: Room 1*

**8. Outreach – Getting to  
them from the Outside! (E)**

*Where: Room 2*

**9. Daring to change (T)**

*Where: Perspective 235°*

**3:00 p.m. to 5:30 p.m.**

**10. Geology and Architecture  
Walking Tour (F)**

*Where: The bus will be waiting  
for you in front of the Montréal  
Science Centre at 2:45 p.m.*

**5:30 p.m. to 7:30 p.m.**

**Cocktail at the Coeur  
des sciences of UQAM**

## FRIDAY, MAY 7

**9:00 a.m. to 10:00 a.m.**  
**Annual General Meeting (E)**

*Where: Espace Bernard-Lamarre*

**10:00 a.m. to 10:30 a.m.**  
**Health Break in Walkway**

**10:30 a.m. to 12:00 p.m.**

**11. Exhibit Design –  
On the Boards (E)**

*Where: Room 1*

**12. Feeding the Beast: 2  
different angles on conti-  
nuous exploration in fund  
maximization (E)**

*Where: Room 2*

**13. Pecha Kucha (T)**

*Where: Espace Bernard-Lamarre*

- Developing Interdisciplinary Programming to Empower Teachers in a Changing World
- The Wide World of GAME FOR SCIENCE
- UrbanQuest.com: Adding Adventure to your Museum
- Lego Robotics
- Planetarium
- Joining Media Arts with Science

**12:00 p.m. to 1:30 p.m.**  
**Lunch (lunch not provided)**

**1:30 p.m. to 3:00 p.m.**

**14. «Community Science  
Celebrations» – Collaborating  
with Communities to Discover  
the Science all Around Them  
(E)**

*Where: Room 1*

**15. Shared Services: Identifying Economies of Scale and Leveraging Others (E)**

*Where: Room 2*

**16. Message in Motion:  
New Technology and Science  
Communication (T)**

*Where: Espace Bernard-Lamarre*

**3:00 p.m. to 3:30 p.m.**  
**Health Break in Walkway**

**3:30 p.m. to 4:45 p.m.**

**17. Working with outside  
Experts (E)**

*Where: Room 1*

**18. Citizen Science: A Tool  
for Engagement (E)**

*Where: Room 2*

**3:00 p.m. to 5:30 p.m.**

**19. Geology and Architecture  
Walking Tour (E)**

*Where: The bus will be waiting for you in front of the Montréal Science Centre at 2:45 p.m.*

**6:30 p.m. to 10:30 p.m.**  
**Awards Gala at the  
Montréal Science Centre**

(F): French

(E): English

(T): Simultaneous Interpretation

Thanks  
to our Collaborator

**Canada**

Thanks  
to our Sponsors



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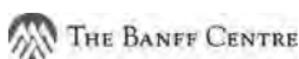
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Canadian Museum of  
Musée canadien de la  
**NATURE**



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CANADIAN ASSOCIATION OF SCIENCE CENTRES  
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