

Preliminary Program



2003 Conference

Pre-Conference Events – Thursday, June 5th

Tour: Sudbury Neutrino Observatory (SNO)

Two tours will journey 6,800 feet underground for a rare glimpse of this international research facility at INCO's Creighton Mine. The tour that leaves in the morning will also visit the working mine deep below the observatory. *Observatory and mine tour: bus departs at 6:45 a.m. Observatory tour only: bus departs at 12:30 p.m. Maximum 15 people per tour.*

Workshop: Mockups and Prototypes and Interactives, OH MY!

Stacey Wakeford and Bruce Malanka, Canada Science and Technology Museum. Interpretation and fabrication staff from the Museum will conduct a workshop featuring a new series of planning tools to help participants integrate effective interactives into museum exhibitions. Participation is free for conference registrants. Lunch not included. *Full day workshop: 10:00 a.m. to 5:00 p.m.*

Trade Show – Friday, June 6th

During lunch and a pre-dinner reception, learn about new products and services available on the science centre and museum market. *12:00 p.m. to 1:30 p.m. and 5:00 p.m. to 6:00 p.m. in the INCO Cavern*

Social Events

Thursday, June 5th Opening Reception, 7:30 p.m.

Wander amongst the exhibits at Science North, mingle with conference colleagues, and dine on delicious finger foods served at stations throughout the science centre.

Friday, June 6th Dinner at Dynamic Earth, 7:45 p.m.

A feast for the eyes, the mind, and the stomach, at Sudbury's new earth sciences centre. First bus leaves at 6:45 p.m.

Saturday, June 7th Lunch at Landings Restaurant 12:00 p.m. – 1:30 p.m.

Enjoy a sit-down meal with the best view in Sudbury at Science North's own restaurant on the shore of Ramsey Lake.

Saturday, June 7th CASC Awards Banquet Cocktails 6:30 p.m. Dinner 7:00 p.m.

Dress up for a gala awards banquet that will close the conference with a multi-media production to celebrate the first-ever awards presentation for outstanding achievements in CASC members' exhibits and programming.

Conference Session Schedule

Friday, June 6th, 2003

9:00 a.m. to 10:00 am **Opening Remarks**

10:30 a.m. - 12:00 p.m.

Building a Successful School Program – Before to After

Richard Klinger, Odysium, and Catherine Paisley, Ontario Science Centre

*Keywords: Education,
Marketing/Public Relations, Outreach*

Successful school programming requires a commitment from every level of the organization, along with solid planning and execution. Discover how this can be achieved so that your Science Centre can grow their program and better serve the education customer. You will find that teachers will respond and bring classes to visit. Subjects to be addressed include assessing needs and wants of schools, infrastructure requirements, building curricular connections into your programs, balancing mission with fiscal realities, and nurturing outreach programs.

Our Canada – CASC’s First Collaborative Exhibit Development Project

Jim Marchbank, President, CASC, with the CASC Collaborations Team

*Keywords: Development/Fundraising,
Marketing/ Public Relations*

The CASC has secured seed funding from the Canadian Space Agency and Natural Resources Canada to create a concept plan for an exhibit about Canada that can travel to science centres and similar institutions. This session presents the concept plan and is a chance for all CASC members to provide their comments. There will also be a discussion of the next steps required to make the concept plan a reality.

Motion Simulator Programming Workshop

Brenda Tremblay, Science North

CASC members and SimEx!werks representatives will discuss programming needs and map out a plan for future development. This session will include a presentation from SimEx!werks and a facilitated workshop to prioritize programming needs.

Friday, June 6th, 1:30 p.m. – 3:00 p.m.

Science Centre Mission: Public Understanding and Beyond

Hooley McLaughlin and Patrick Tevlin, Ontario Science Centre

Keywords: Mission/Philosophy

A science centre's role may go deeper than just providing a fun science experience. Do we agree that fostering visitor empowerment (critical and independent thinking and action) is an issue to be included in our mission statements? If not, why not? If yes, how are we implementing this new mission?

Science in the Centres – A Natural Resources Canada and Science Centres' partnership

Alan Nursall, Science North, and Geoff Munro, Natural Resources Canada

Keywords: Exhibit Development, Fundraising

For the past three years, Natural Resources Canada (NRCan) has been leading an initiative to encourage collaboration between federal science departments and science centres. They have also been able to fund projects. This session will look at what the initiative has accomplished to date, and discuss future collaborations.

Computer Aided Design and the Building of a Prototype

Bruce Crabe, Ontario Science Centre, and Milan Krepelka, Odyssium

Keyword: Exhibit Development

Bring form and function to your design concepts. Learn about the art of the prototype, using the combined mediums of computer aided design programs and team co-operation. Discuss hands-on prototype development from first concepts to working models, and discover how new and old materials plus common sense can contribute to a successful exhibit.

Friday, June 6th, 3:30 p.m. – 5:00 p.m.

Unique Ways to Create Revenue

John Dickenson, H.R. MacMillan Space Centre; Alan des Harnais, Ganymede Technologies, Steve Baker, Odyssium

*Keywords: Development/Fundraising,
Marketing/ Public Relations*

Hear about interesting ways to raise funds. At the H.R. MacMillan Space Centre “Stardatecards” allow clients to send messages enormous distances in the Universe by converting digital information into light waves. With the “Be-A-Star” program at the Odyssium, people can purchase a star (value increases with magnitude) and have it displayed at the Centre.

What’s the Big Idea? Inventing an Innovative Science Centre

John Moorhouse, Chairman of the UK’s Nobel Trust; Cairns Campbell, Former Executive Director of the Big Idea; Bill Haley of Haley Sharpe Design

*Keywords: New and Expanding
Centres, Development/Fundraising*

A panel presentation on the world’s first Inventor Centre: “The Big Idea” in Irvine, Scotland, located on the historic site of Alfred Nobel’s Dynamite Factory. The session will provide fascinating insights into the story of how this unique Inventor centre was built around five interrelated scientific concepts. It will also focus on the many creative processes that were used from the perspective of the design team and the client management team. In addition the session will address how the Big Idea team developed innovative solutions to achieve self-sufficiency.

Environmental Education: Is knowing about the environment enough?

Julie Jones, Ontario Science Centre; Raymond Nakamura, Environmental Educator; and Catherine Dumouchel, Canadian Centre for Biodiversity

*Keywords: Visitor/Customer Services,
Mission/Philosophy*

Museums can provide information about environmental concerns. Museums can provide opportunities for visitors to learn to appreciate our environment. What do we do to get them to take action? Is that even our role? Is taking a stance on a subject like the Kyoto Protocol, stepping outside of our mandate? Participate in this discussion by working together to create programs and exhibits about the Kyoto Protocol.

Saturday, June 7th, 2003

9:00 a.m. to 10:00 a.m. Canadian Association of Science Centres' Annual General Meeting

10:30 a.m. – 12:00 p.m.

How well are we doing? A Guest Speaker on Evaluation

Keywords: Research and Evaluation

Dr. John Falk, Director, Institute for Learning Innovation, Annapolis, MD

How effective are science centres and museums? How can we measure the effectiveness of our institutions? Are we making a difference? Do our centres increase people's interest and knowledge of science? Research on these issues is possible and is being conducted in other countries. What research approaches are being used and how can Canada begin to establish a program of research in this field?

What kind of Innovation? Insights from the Montreal Science Centre

Keywords: Mission/ Philosophy, Development/Fundraising, Education

Renée Huard and Senior Staff from the Montreal Science Centre

Learn about recent innovations in four areas of operations at the Montreal Science Centre. Staff will present how they attract very young visitors into "The Dynamo's Lair," how a cultural program combined art and cooking under the eye of science, how they have developed long-term partnerships with funding sources, and finally, how they have prepared a strategic plan for the centre that incorporates the dreams of all its employees.

Saturday, June 7th, 1:30 p.m. – 3:00 p.m.

Science centres + Community groups = Successful events?

Donna Francis, Ontario Science Centre, Donna Livingstone, Science Alberta Foundation and Franco Mariotti, Science North

Keywords: Community involvement, Marketing/Public Relations

How do science centres effectively incorporate community sectors and groups into their public programming? There are great advantages to partnerships with the community, from introducing new visitors to the science centre, to highlighting the work of an existing group within a new context. Is there a formula to make an event enjoyable and successful when working with an outside group?

Efficacy Discussion Group

Dr. Arlene Ponting, CEO, Science Alberta Foundation with Dr. John Falk, Institute for Learning Innovation, Annapolis, MD

Keywords: Research and Evaluation

Dr. John Falk will follow on his morning presentation to discuss practical issues of concern with those interested in measuring the success of science centres and similar institutions.

Robotics Experiences via Competitions and Workshops

Blair Clarkson, Ontario Science Centre

Keywords: Education, Marketing/Public Relations, Community involvement

Robotics via competitions and programs, including robot-building workshops, are increasingly popular. From school based to public oriented activities find out what does and does not work for visitors, partners, volunteers, staff and sponsors when offering these experiences.

Saturday, June 7th, 3:30 p.m. – 5:00 p.m.

Dynamic Earth: The Process of Innovative Exhibits

Mia Boiridy, Dynamic Earth and Doug Munday, AldrichPears Associates

Keywords: Exhibit Development, New and Expanding Centres

Inspired by the remarkable geology of Northern Ontario, one hundred years of mining heritage, and an enterprising, resilient community, Dynamic Earth is an exciting redevelopment of the Big Nickel Mine in Sudbury. Science North and AldrichPears Associates worked closely together over a period of several years to develop a series of interrelated exhibit galleries, audiovisual shows, and staff-led tours. Exhibit developers and designers from each will review their collaborative development of these richly varied visitor experiences.

New tools and resources for space awareness and education

John Dickenson and Claudette Martin, H.R. MacMillan Space Centre with Marilyn Steinberg, Canadian Space Agency

Keywords: Development/Fundraising, Marketing/Public Relations

This workshop session is designed to provide practical and useful tools and resources on the hot subject of space. The Project North Star program will be reviewed; two of the new "Edukits" on space will be workshopped, and there will be a sneak preview of the new Project North Star Online website. A representative of the Canadian Space Agency (CSA) will wind up the session with an overview of the new youth outreach initiatives under development by the CSA.

Large-Format Theatre Workshop

Brenda Tremblay, Science North

Keywords: Marketing/Public Relations, Development/Fundraising

CASC members share strategies and approaches to maximise profit in their large screen theatres. Theatres will work together to create strategies to increase revenues and decrease costs as a theatre group consortium. Some of the specific topics to be discussed will include national film sponsorship, cross-promotional marketing and film leasing.

Registration

Complete conference information at www.canadiansciencecentres.ca/conferences.htm.

Deadline for early bird registration: April 4th, 2003

Early Bird Rate: \$250 members \$350 non-members

After April 4th: \$350 members \$450 non-members

The fee includes participation in all sessions, lunch and dinner on Friday and Saturday plus a welcome reception on Thursday evening. The pre-conference tour of the Sudbury Neutrino Observatory is \$25. If you plan to bring a guest, you may purchase additional tickets for the social events, as listed on the registration form. Airfare and hotel discounts are available on the conference website.

*Be sure to visit these highlights at **Science North** while you're here!*

- Dangerous Dinosaurs, the Great Hunters, in the special Exhibits Hall
- Three floors of hands-on exhibits
- Object theatres on level 4
- Live demonstrations in the Discovery Theatre, and
- TD Canada Trust Toddler's Tree House