



## CASC 2014 Annual Conference Program

### Thursday May 1<sup>st</sup>, 2014

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9:00 a.m. – 1:00 p.m.

Canada 150 (*by invitation only*)

1:00 a.m. – 4:00 p.m.

CASC Board and Committee Meetings

1:00 a.m. – 5:00 p.m.

#### **Registration**

Hôtel Universel Montréal lobby

3:00 p.m. – 5:00 p.m.

#### **Pre-Conference Visits**

Biodôme and Botanical Garden

To experience two of Montreal's most appreciated scientific museums, special guided tours of the Biodôme and the Botanical Garden have been arranged for participants of the Conference.

These visits offer a once-in-a-lifetime opportunity to discover two of the four institutions of Space for Life while networking with colleagues.

Concurrent Visits (*select one*)

“Behind the Scenes” at the Biodôme

“Gardens” at the Botanical Garden

**Duration of the visit:** approximately 1h30

Limited number of participants (*free visit*)

**Starting point:** Rio Tinto Alcan Planetarium, travel by foot

6:30 p.m. – 10:00 p.m.

#### **Welcome reception at the Rio Tinto Alcan Planetarium**

Rio Tinto Alcan Planetarium, Level 200

A unique opportunity to meet your colleagues and friends from other Canadian Science Centres. The evening will begin with the discovery of Montreal's gastronomy and will continue with a visit of the Rio Tinto Alcan Planetarium.

Participants will have the chance to see multimedia shows in the theaters of the planetarium and to discover the permanent exhibition on Exobiology, the search and the study of life in the Universe.

This event is not to be missed!

6:30 p.m. – 8:30 p.m.

#### **Registration**

Rio Tinto Alcan Planetarium

## Friday May 2<sup>nd</sup>, 2014

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*The sessions presented in Room P11 at the Rio Tinto Alcan Planetarium and Room P3 at the Biodôme are offered in English only. The sessions presented in Room P12 at the Rio Tinto Alcan Planetarium are bilingual with simultaneous translation.*

7:30 a.m. – 9:00 a.m.

### **Registration**

Rio Tinto Alcan Planetarium

7:45 a.m. – 8:45 a.m.

### **Breakfast and “What’s new at your Science Centre?” Session**

Rio Tinto Alcan Planetarium, Trade Show and Room P12

9:00 a.m. – 10:15 a.m.

### CONCURRENT SESSIONS

#### **■ TRY THIS OUT! INSPIRING PASSION FOR SCIENCE OUTSIDE YOUR INSTITUTION’S WALLS**

Rio Tinto Alcan Planetarium, Room P11

Science is not just for the museums, science centres and classrooms. Through online resources, many institutions have created opportunities for the public to engage in science activities in their home, backyard or community. These activities are quick, easy and empower people to explore an existing interest, learn new skills and knowledge or take part in a larger-than-life experiment.

The resources are accessible to all and therefore promote science literacy in communities across Canada. In this session, panelists will present the creative development process behind the making of these resources, discuss lessons learned and provide tips and tricks for those wishing to offer these activities to their audiences.

#### **Session Leader**

Christina Carnovale, Canada Science and Technology Museum

#### **Panelists**

**Brian Anderson**, *TELUS Science World British Columbia*

**Annie Langlois**, *Hinterland Who’s Who*

## ■ HOW TO CREATE A STIMULATING PROJECT

Rio Tinto Alcan Planetarium, Room P12

The Montréal Science Centre is experimenting with a work method that encompasses all the different aspects of an exhibition project. All aspects (web activities, educational activities, marketing, sales to school groups, daily operations, marketing for travelling exhibitions) are designed to complement one another. As a result, last-minute decisions can be avoided, and the visitor's experience is more meaningful. The process used to develop the project *Truth or Lie? The Exhibition* will serve as a model. Participants will choose one part of this process and examine it in-depth within discussions in small groups.

### Session Leader

**Carol Pauzé**, *Montréal Science Centre*

### Panelists

**Louise Julie Bertrand**, *Montréal Science Centre*

**Suzie Leroux**, *Montréal Science Centre*

**Stéphane Vakoula**, *Montréal Science Centre*

**Isabel Dansereau**, *Montréal Science Centre*

**Isabelle Biron**, *Montréal Science Centre*

## ■ APATHY BE GONE!

Biodôme, Room P3

Science centres and museums are exciting places for visitors to learn and explore. When we go behind the scenes, we see that passion is not always easy for staff to maintain in their roles. Tight budgets, crunched time, and staff turnover can block passion. We want to re-ignite the passion in you and your staff!

The job of floor staff (interpreters, staff scientists) will be showcased to demonstrate ways to increase job passion such as through ownership in ones role and specific examples will be explored. We will delve into the indicators of success.

Come prepared to discuss potential passion blocks and methods to overcome them. Work together to apply these ideas to all staff in your centre - from accountants to educators. By session end, participants will be energized to take action with passion and apathy will be blasted away.

### Session Leader

**Rebecca Hay**, *Saskatchewan Science Centre*

### Panelists

**Meghan Durieux**, *TELUS Spark Calgary*

**Merissa Scarlett**, *Saskatchewan Science Centre*

10:15 a.m. – 10:45 a.m.

**Health Break and Trade Show**

## CONCURRENT SESSIONS

### ■ FROM DUST TO DISPLAY: TURNING YESTERDAY'S ARTIFACTS INTO TODAY'S SCIENCE

Rio Tinto Alcan Planetarium, Room P11

The renewal of a permanent exhibition space is an exciting process. We strive to develop exciting new experiences which are relevant to our visitors and showcase cutting edge science. A concurrent desire can be to incorporate pre-existing artifacts and re-use old exhibits. How can we use yesterday's artifacts to showcase today's science? Can we breathe new life into old favorites?

#### Session Leader

**Bhavleen Kaur**, *Ontario Science Centre*

#### Panelists

**Marie-Claude Letarte**, *Sherbrooke Museum of Nature and Science*

**Norma Henry**, *Science North*

### ■ TINKERING LABS: WHAT'S THE UPROAR ALL ABOUT?

Rio Tinto Alcan Planetarium, Room P12

Some wonder if making and tinkering spaces are relevant in science centres and museums while others are convinced of their necessity. Nevertheless, they are the new thing people are raving about. Do visitors appreciate this type of space? Why? What kinds of experiences engage their curiosity and passion? Where can this approach lead us to? While the Ontario Science Centre innovated with this type of space 8 years ago, the Montréal Science Centre will open a Tinkering Lab in October 2014. What has changed in the intervening time? What have we learned, what can we share and can these experiences help shape future projects?

#### Session Leader

**Sandra Corbeil**, *Canada Science and Technology Museum*

#### Panelists

**Hooley McLaughlin**, *Ontario Science Center*

**Brigitte Belleville**, *Montréal Science Centre*

### ■ ADVOCACY VS. AWARENESS- HOW DO YOU TURN YOUR VISITORS ON?

Biodôme, Room P3

Visitors to our facilities often look to us for leadership on potentially controversial subjects. They are seeking direction and an unbiased, clear voice to help them sort through the rhetoric surrounding charged issues. Whether exploring GMO's, stem cell research or pipeline developments, how do we use these topics to connect with people? This session will explore how we can present issues to encourage critical thinking without being prescriptive and the implications of highlighting these subjects.

#### Session Leader

**Dolf DeJong**, *Vancouver Aquarium*

## CONCURRENT SESSIONS

### ■ CREATING A PASSION FOR SCIENCE

Rio Tinto Alcan Planetarium, Room P11

A science centre's role is not merely to inform and possibly educate the public on all things science but to help foster the growth and passion for more knowledge. In a science centre, a program can show a person's passion for communicating science to the public. Creating memorable programs is what can set a science centre apart from other forms of science instruction and communication. How do you inspire passion in science to your visitors during their visit and encourage continued exploration in science after they leave? Explore some of the success stories from various Canadian science centres and museums to see what they are doing to create the programs that build the passion on anything science.

This session will be your chance to discuss with your peers and other science centre professionals your tips on making a great programs, your successes and failures, and everything that makes you passionate about what you do.

#### **Session Leader**

**Julie Fisowich**, *Saskatchewan Science Centre*

#### **Panelists**

**Frank Florian**, *TELUS World of Science Edmonton*

**Michael Edwards**, *Science East*

**Merissa Scarlett**, *Saskatchewan Science Centre*

### ■ WHAT KEEPS THEM (AND YOU) TICKING?

Rio Tinto Alcan Planetarium, Room P12

Do you remember the Duracell bunnies' ad back in the 80's? Like in the ad, some museum workers last longer than others and just keep on "drumming" over their extensive career at the same science centre. Some "old" pros, cumulating over 100 years of wisdom, will briefly talk about what keeps them happy and motivated in their jobs as well as how they manage to keep on going when the going gets tough. A discussion in smaller groups will allow members of the audience to join in and draw up a list of ingredients essential to keeping passion alive.

#### **Session Leader**

**Louise Julie Bertrand**, *Montréal Science Centre*

#### **Panelists**

**Carol Puzé**, *Montréal Science Centre*

**Stacy Wakeford**, *Canada Science and Technology Museum*

**Julie Shaffer**, *Sherbrooke Museum of Nature and Science*

**Carol Campbell**, *Canadian Museum of Nature*

**Cathie Spencer**, *Ontario Science Center*

## ■ LEAN, MEAN SCIENCE

Biodôme, Room P3

Have you ever had to be amazing with very little budget? Suddenly need to come up with a brand new show for that school tomorrow after your equipment got lost in transit? Join Brian Anderson from Science World British Columbia and Karen Matheson from Science East as we share engaging demonstrations and workshop activities that come from very simple sources and are easy to Do It Yourself (DIY). Discover some of our favorite activities and demonstrations from the wonders of the Dollar store.

### Session Leader

**Brian Anderson**, *TELUS Science World British Columbia*

### Panelist

**Karen Matheson**, *Science East*

2:30 p.m. – 2:45 p.m.

## Health Break and Trade Show

2:45 p.m. – 3:45 p.m.

## CONCURRENT SESSIONS

## ■ A STAR IS BORN: TRAINING LIVE PRESENTERS FOR THE STAGE AND PLANETARIUM

Rio Tinto Alcan Planetarium, Room P11

Science Centre presenters are often diverse. Some arrive with backgrounds in science, but not in science communication. Some have stellar communication skills, but are new to science. How do we design a one-size-fits-all approach to training which results in a great experience for visitors? How do we ensure quality control with limited resources?

Share your best practices, discuss challenges and take away helpful training tools. Then, participate in a group activity to develop a training outline.

*\* If you've organized training for live presenters, please bring an outline for reference.*

### Session Leader

**Sara Poirier**, *Ontario Science Centre*

### Panelist

**Nathalie Martimbeau**, *Rio Tinto Alcan Planetarium*

■ **NOT LIKE AT SCHOOL! EDUCATIONAL PROGRAMS THAT CAPTIVATE YOUNG PEOPLE**

Rio Tinto Alcan Planetarium, Room P12

Want to develop educational programs that captivate students on field trips? The Montréal Science Centre and the Sherbrooke Museum of Nature and Science will share their secrets with you. Their approach is to actively involve students in their own learning and place them in an imaginary, but realistic situation that can serve as a narrative thread. Through hands-on learning in small groups, participants in this workshop will explore challenges designed for two age groups. They will leave with 10 concrete ideas to stimulate young people's interest.

**Session Leader**

**Louise Julie Bertrand**, *Montréal Science Centre*

**Panelists**

**Olivier Grant**, *Montréal Science Centre*

**Véronique Piateria**, *Sherbrooke Museum of Nature and Science*

3:45 p.m. – 6:00 p.m.

**Visit of the Montréal Science Centre**

An occasion for delegates at the 2014 CASC Conference to discover the Montréal Science Centre and again network and share their passion for science with their colleagues.

For the occasion, the Montréal Science Centre will open its doors and welcome participants to a special visit of the temporary exhibition, *The Cave of Lascaux – Prehistoric Masterpieces*.

The delegates can take advantage of the visit to the Montréal Science Centre to continue their evening in Old-Montreal or Downtown Montreal.

**Starting point:** Rio Tinto Alcan Planetarium, transport by bus  
(*public transport tickets supplied for the return*)

6:00 p.m. – 11:00 p.m.

**Free evening for Delegates**



*The sessions presented in Room P11 at the Rio Tinto Alcan Planetarium and Room P3 at the Biodôme are offered in English only. The sessions presented in Room P12 at the Rio Tinto Alcan Planetarium are bilingual with simultaneous translation.*

9:00 a.m. – 10:15 a.m.

### CONCURRENT SESSIONS

#### ■ INFORMAL SCIENCE PROGRAMS - SHARING OUR BEST

Rio Tinto Alcan Planetarium, Room P11

There is nothing like the excitement of going home from a good conference and sharing (or trying out) new ideas you've been exposed to while away. So this session is aimed at doing exactly that: sharing the stuff you are passionate about, whether a unique camp program, a pre-school opportunity... anything program related in the realm of informal science education. The internet has certainly made our centers less unique than they were 25 - 30 years ago, but the strength of human champions is still powerful. Be prepared to share and take away program favourites from across the country.

##### Session Leader

**Cathy Stadder Wise**, *Science North*

##### Panelists

**Sandra Corbeil**, *Canada Science and Technology Museum*

**Heather Myers**, *Ontario Science Center*

#### ■ MUSEOMIX: THREE DAYS TO MIX THINGS UP

Rio Tinto Alcan Planetarium, Room P12

Last November, specialists from different backgrounds (museums, digital companies, contemporary art, design, and more) “took over” the Musée de la civilisation in Quebec City and five other museums in Europe. Their goal? They had three days to design and make interactive devices using digital technology to liven up an object in the collection, a space (the cafeteria, for example) or an exhibition. Through concrete examples, the session will show how this Museomix initiative (inspired by the collaborative culture of Fab Labs) generates creative scientific-mediation strategies applicable to science museums.

##### Session Leader

**François-Nicolas Pelletier**, *Montréal Science Centre*

##### Panelists

**Suzie Leroux**, *Montréal Science Centre*

**Andrée Pelletier**, *Maelström créatif Inc*

**Ana-Laura Baz**, *Les Musées de la civilisation*

**Cédric Arlen-Pouliot**, *La Chambre blanche (contemporary arts centre)*

■ **KEEPING THE PASSING STRONG:  
INITIATING AND SUSTAINING TEEN ENGAGEMENT**

Biodôme, Room P3

Teens are full of passion! Especially as it relates to the newest and hottest trends in pop culture. Katniss-Edward-Tris who??!! Science centres, coincidentally, are also full of passion about their new teen programs. Are we striking a match with teens or are we just fanning the flames?

Panelists share their experiences with teen programming that merges science with the teen cult phenomena of the day, and lead a provocative (and passionate!) group discussion that will explore the sustainability of programming for teens in science centres.

**Session Leaders**

**Brendan Shand & Stephen Smith**, *Science North*

**Panelist**

**Christine Chevalier**, *Ottawa Library*

10:15 a.m. – 10:45 a.m.

**Health Break and Trade Show**

10:45 a.m. – 12:00 p.m.

KEYNOTE SPEAKER

■ **THE QUEST FOR LIFE OUTSIDE THE SOLAR SYSTEM**

**Dr. René Doyon Astrophysicist,**

*Université de Montréal, Québec, Canada*

Planétarium Rio Tinto Alcan, salles P11 – P12

Director of the Mont-Mégantic Observatory, René Doyon is a full time researcher at the Physics Department of the Université de Montréal. He is a specialist in infrared astronomy, as well as in the development of state-of-the-art astronomical infrared instrumentation for various ground- and space-based observatories (camera and spectrometer).

Dr. Doyon is Director of Infrared Observation Programs dedicated to researching exoplanets, brown dwarfs and young low-mass stars. He is also Senior Researcher of the Canadian scientific team for the next space telescope, the James Webb Space Telescope (JWST).

In 2008, René Doyon, along with two other colleagues, Christian Marois and David Lafrenière, succeeded in photographing the first images of a planetary system other than our own beyond our solar system.

12:00 p.m. – 12:30 p.m.

**CASC Annual General Assembly**

Rio Tinto Alcan Planetarium, Rooms P11- P12

12:30 p.m. – 1:30 p.m.

**Lunch and Trade Show**

1:30 p.m. – 2:45 p.m.

## CONCURRENT SESSIONS

### ■ EFFECTING CHANGE: STRATEGIES FOR SCIENCE CENTRES OF THE FUTURE

Rio Tinto Alcan Planetarium, Room P11

How can we effect change? Get dialed in to the movement among science centres to change not only visitors' minds, but their behaviours – especially environmental behaviour. Join us for a discussion on strategies and techniques for engaging community and stakeholders, highlighting locally relevant issues and solutions, and linking to citizen science initiatives. We begin by evaluating two case studies – one using cutting-edge touch screen technology, the other using community-based programming – that reach different kinds of communities facing very different environmental challenges. Best allocation of resources and lessons learned will also be discussed by leaders at the forefront of this movement.

#### Session Leader

**Isaac Marshall**, *Aldrich Pears*

#### Panelists

**Scott Young**, *Manitoba Museum*

**Hank Venema**, *International Institute for Sustainable Development*

**Aaron Micallef**, *Springs Preserve - Las Vegas*

**Jeff Roberts**, *SERA Architects Inc.*

### ■ USING NOVEL TECHNOLOGIES TO ENGAGE AND INFORM THE PUBLIC

Rio Tinto Alcan Planetarium, Room P12

Dr. Julielynn Wong is a Harvard-educated, award-winning physician, journalist, and educator who is passionate about applying affordable technologies for public education. Use a digital stethoscope to hear and see heart and lung sounds. Try on electronic jewellery that flashes in sync with your heartbeat. Wear a T-shirt with a sound-activated LED heart. See your EKG in real-time using a portable iPad-based heart monitor. Explore dynamic mobile apps that engage the public to discover more about the human body. Unleash your inner designer and discover how 3D printers are revolutionizing simulation-based education at Canada's only Challenger Learning Center.

#### Session Leader

**Dr. Julielynn Wong**, *Ontario Science Centre*

2:45 p.m. – 3:15 p.m.

#### Health Break

3:15 p.m. – 4:30 p.m.

## CONCURRENT SESSIONS

### ■ HOW TO MAKE VIDEOS ON A SHOESTRING BUDGET

Rio Tinto Alcan Planetarium, Room P11

In this session, participants create their own short videos suitable for the web. Learn the basics of the video creation process, including brainstorming, storyboarding, filming, editing and posting to the web using free or low-cost tools. The hands-on workshop portion will allow participants to experiment with the equipment provided to produce a final video product. Participants are encouraged to bring their own USB drives to take their videos home with them.

#### **Session Leader**

**Melanie Hall**, *Canada Science and Technology Museum*

#### **Panelists**

**Sandra Corbeil**, *Canada Science and Technology Museum*

**Christina Carnovale**, *Canada Science and Technology Museum*

### ■ EXHIBIT DEVELOPMENT AND THE ENVIRONMENT: HOW TO KEEP THE PASSION BURNING

Rio Tinto Alcan Planetarium, Room P12

Do you have a passion to create exhibits that endure and have a positive effect for visitors and the environment? What materials, processes, and procedures would you look at to create exhibits for the future of your institution? Come hear about the grassroots movement afoot at the Ontario Science Centre in The AstraZeneca Human Edge and Forest Lane. Direct examples of a new creative methodology of sustainable practices in exhibit development will be shown and discussed.

#### **Session Leader**

**Dr. Mary Jane Conboy**, *Ontario Science Centre*

#### **Panelists**

**Dolf DeJong**, *Vancouver Aquarium*

6:30 p.m. – 10:00 p.m.

### **CASCADE Awards Gala Dinner**

Rio Tinto Alcan Planetarium, Level 200

The Gala is where the Canadian Association of Science Centres and conference delegates will pay tribute to the award winning individuals, exhibits and programs of the year.

A final opportunity to celebrate with your colleagues and experience Quebec's gourmet cuisine.