

Preliminary Conference Program: Sessions and Events

Registration

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

Deadline for early bird registration: April 30th, 2004

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

After April 30th : \$350 members \$450 non-members

We are proud to be able to bring you the same conference fee as in 2003, and make the early-bird rate available for even longer! The fee includes participation in all sessions, lunch and pre-dinner reception on Friday, plus lunch and dinner on Saturday plus a welcome reception on Thursday evening. The pre-conference tour of the NRCan Canadian Forest Service Laboratory is \$15. If you plan to bring a guest, you may purchase additional tickets for the social events, as listed on the registration form.

Accommodation

Conference Hotel: Executive Royal Inn West Edmonton

Our event number is #2306

Address: 10010-178 St

Toll Free #: 1-800-661-4879 or 780-484-6000

Fax #: 780-489-2900

Website: <http://www.executivehotels.net>

Room Rates: Deluxe Queen - \$82.00, Twin Double - \$88.00, Deluxe King - \$96.00

Register before May 15th to reserve at the conference rate.

Thursday, June 3rd

12:00 to 4:00 p.m.

Pre-conference Tour

A half day workshop and tour for those looking for the latest "Canadian" information on government research. Through CASC's unique relationship with Natural Resources Canada and the Science in the Centres initiative, enjoy an afternoon tour of the Canadian Forest Services laboratory in Edmonton. Check out the laboratory on the web at http://nofc.cfs.nrcan.gc.ca/index_e.html. **New starting time! 12:00 p.m. to 4:00 p.m.** Registration required. Cost of \$15 to cover lunch and transportation.

5:00 to 9:00 pm

Trade Show and Opening Reception

Wander, mingle and enjoy some great food and drink amongst the trade show exhibits to start, and then later amongst exhibits throughout the Odysseum.

Friday, June 4th

9:00 to 10:00 am

Opening Remarks

10:30 to 11:45 am

Business Process: Optimizing the use of Technology

A sharing of best practices as they relate to improved efficiency, reduced costs, business processes and customer service in areas like Box Office, Human Resources and Finance. Outcomes will provide organisations increased awareness of available technology and ideas to better utilize and align existing technology to provide an optimum level of customer service.

Session Leader: Dave Kelly, Science North

Panelists: Patricia Clizia, Science North, and Karin Dowling, Odysseum.

Making the Case: The Science of Fundraising

Follow the right formula and fundraising can be a positive experiment! Learn how solid fund development plans, effective funding proposals and great stewardship have yielded profitable results for the London Regional Children's Museum, the Canadian Museum of Nature, and others...

Session Leader: Tammy Adkin, London Regional Children's Museum

Panelists: Michel Rafie, Montreal Science Centre, Elizabeth McCrea, Canadian Museum of Nature

Bridging the gap — making research accessible to the public

Several institutions will describe strategies to spark public interest and awareness of current science. The session will highlight research conducted by the Montreal Science Centre on perceptions held by the public and by scientists about important new trends in science.

Panelists: Michel Groulx, Montreal Science Centre, and Alan Nursall, Science North

Friday, June 4th

11:45 to 1:15 p.m.

Trade Show Luncheon

1:15 to 2:30 pm

Today's Volunteer - Realities Affecting Recruitment and Retention.

Regardless of the size or location of your organization, key trends in volunteerism will impact upon your volunteer program. In this working session, we will explore the implications of changing lifestyles and demographics on an organization's approach to volunteer involvement. Participants will become familiar with key trends and explore strategies to take advantage of them.

Workshop leaders: Ardith Edwards, Odysium, with Colleen Emmott, City of Edmonton, Violet Poon, Odysium, and Dale Quinn, Reynolds-Alberta Museum

Science on the Internet

The Internet is truly a powerful and effective medium for the delivery and promotion of science and learning. Computers and the Internet are becoming increasingly commonplace and this trend will only continue. Learn more about creating a dynamic interactive environment as we showcase www.wonderville.ca and www.canadainospace.ca, two successful online initiatives!

Workshop leaders: Tom Choi, Science Alberta Foundation, and Peter Newbury, H.R. MacMillan Space Centre

Natural Resources Canada: Leading Edge Canadian Science

A workshop for those looking for the latest on Government of Canada science. Through CASC's unique relationship with the Science in the Centres initiative, delegates will have the opportunity to learn about the innovative research conducted by Natural Resources Canada. Speakers from NRC's Minerals and Metals, Canadian Forest Service, Energy, and Earth Sciences Sectors will outline what they do, what resources are available and what are the leading edge topics in Natural Resources Canada science.

Session Leaders: Max Scharfenberger, Odysium, and David Mate, Science in the Centres, Natural Resources Canada

2:30 to 3:00 pm

Break

3:00 to 4:15

Fundraising through the eyes of the Funder

This session will include speakers representing the corporate and foundation side of a donation or sponsorship. Learn how to target to specific types of funders: Corporations, Foundations (Private, Community and Corporate). Subjects include funder recognition, relationship building, and the importance of weaving "hard" and "soft" data into your proposal to make a compelling case for support. Your donors will thank you for taking their money!

Session Leader: Steve Baker, Odysium

CASC's Great Canadian Science Adventure!

The Great Canadian Science Adventure is the CASC's collaborative travelling exhibit project. A team composed of staff from CASC member institutions across the country has been working on the schematic design and business plan for the exhibit and will provide the latest news on how the project is progressing, as well as the next steps. Come on out and get involved in this exciting venture!

Session Leader: Jim Marchbank, Science North

The Ethics and Use of Live Animals in Interactive Programs in a Science Centre Setting

Having and using live animals in programs or exhibits in science centres is a rare occurrence. Come and explore how live animals are successfully being used in programs and exhibits. Presenters will demonstrate an interaction with a live animal. Panelists will discuss the ethical issues in using such exhibitry as well as talking about success stories and the down side of such exhibits.

Panelists: Franco Mariotti, Science North, and Darren King, The Exploration Place

4:30 to 6:00 pm

Demonstration Showcase

Take in some refreshments and enjoy a fun and enlightening science demonstration showcase presented by some of our CASC members. See a fast-paced, high-energy variety of presentation styles and strategies to get your audience excited about science!

Session Leader: Frank Florian, Odysium

6:00 pm onwards

Enjoy Edmonton

Friday's reception will be followed by a free evening for delegates to explore and enjoy Edmonton with your colleagues. Information on local restaurants and events will be available to delegates at conference registration. Plus, the Odysium is open until 9:00 p.m!

Saturday, June 5th

9:00 to 10:00 am

Annual General Meeting

All members are invited to attend. Please RSVP to the CASC office to ensure quorum.

10:00 to 10:30 am

Break with the Exhibitors

10:30 to 11:45 am

Engaging Early Learners In Science Centre Experiences

They come in strollers, in diapers and with an incredible capacity to learn. Science centres can provide really young children with really meaningful learning opportunities. Tammy Adkin, London Regional Children's Museum and Nicola Focht, The Exploration Place, will share their experiences engaging early learners and the benefits for children and science centres.

Panelists: Tammy Adkin, London Regional Children's Museum, with Nicola Focht, The Exploration Place

Strategic Programs and Events

Strategic Programs and Special Events can be magnets to drive attendance, gain media coverage and develop or expand memberships, partnerships and sponsorships for a variety of sizes of institutions. We will discuss a wide variety of programs and events from major Exhibit and Film opening activities to smaller special theme activities like the Environment, Astronomy-Space, Health, Engineering and Robotics. We will also look at Public and school activities as well as tips on how to research, test and develop concepts, attract and secure partners, volunteers, promotions and sponsors.

Session Leader: Blair Clarkson, Ontario Science Centre

Panelists: Sara Poirier, Ontario Science Centre and Elana Yellen, Markham Museum and Historic Village

Coming Back from the Brink - Roundtable

Join a facilitated discussion for senior staff and board members on the issues and opportunities facing science centres and museums in difficult financial straits. Using the events that transpired at Halifax's Discovery Centre in 1999 as an example to work from, this session will raise for discussion a variety of actions and attitude shifts that are often required to cope effectively with a troubling financial reality.

Moderator: Liz Batstone, Discovery Centre

Cultivating Citizen Science: Science Centres as Nodes for Community Based Monitoring

Panelists will discuss how science centres and museums can be utilized as training institutions for community based monitoring, collecting community indicators, and providing other resources to support this type of work. The session will conclude with the launch of Environment Canada and Wildlife Habitat Canada's national inventory and database of community based monitoring programs and resources: www.citizenscience.ca

Session Leader: Sarah Poirier, Ontario Science Centre

Panelists: Elizabeth Kilver, Environment Canada, Robert Laidler, Oak Hammock Marsh Interpretive Centre, and Th r se Baribeau, La Biosph re

11:45 am to 1:15 pm

Barbecue Luncheon

1:15 pm to 2:30 p.m.

A Blueprint for Developing Interpretive Programs

How do you take a great idea and develop an interpretive program? Discover the process of program development at the Royal Tyrrell Museum and experience the end result with an interactive, engaging, and stimulating program, called Cretaceous Crime Scene: Solving an Ancient Mystery. This session will also provide ideas for application at your institution.

Workshop Leaders: Earle Wiebe, and Brad Tucker, Royal Tyrrell Museum

Capital Campaigns: Visions of the Future

All across Canada there are capital campaigns beginning, being revised and celebrating their successes. Some are for new buildings and other are to refurbish the existing space but they all push the museum to do new things. The Agents of Change Initiative is well on its way at the Ontario Science Centre. Hear what new ideas this campaign will be bringing to the Visitors. The Calgary Science Centre Centre is navigating the challenges of launching a capital campaign for its new home. Find out how this project is progressing.

Panelists: Julie Bowen, Ontario Science Centre, with Bill Peters, Calgary Science Centre

Youth Volunteer Projects in Science Centres

Teenagers are a unique audience. They require an innovative approach to benefit from their talents, energy and enthusiasm, meet their needs understand their barriers to volunteering. This session will be hosted by a youth volunteer specialist, Tyrian Eynon, Youth Volunteer Corps-Calgary, AB, and two science centre staff with concrete experience: Patricia Clizia, Science North-Sudbury, ON and Nicola Focht, The Exploration Place-Prince George, BC.

Session Leader: Nicola Focht, The Exploration Place

Panelists: Tami Christopher, Calgary Science Centre, Patricia Clizia, Science North, Tyrian Eynon, Youth Volunteer Corps

Saturday, June 5th

2:30 to 3:00

Break

3:00 to 4:15 pm

Behind-the-scenes tour of the Odysium

Come and join the staff at the Odysium for a behind the scene tour of the Odysium. Learn about school programming from our School staff as they take you behind the scenes to look at how the Odysium runs a very successful school program (140,000 student programs in 2003). We will discuss everything from program space to curriculum development.

Session Organiser: Max Scharfenberger, Odysium

Creating a Current Science Network for Canadian Museums

Let's work together to create a Canadian Network of Current Science on a topical science resource system that we can all contribute to and use for ourselves and our visitors. By taking part in an intensive Rapid Idea Generation (RIG) workshop, together we will develop a variety of potential ways and means to share current science and technology content from coast to coast.

Session Leader: Julie Jones, Ontario Science Centre

Panelists: Daryl Gray, Ontario Science Centre, Brad Struble, Calgary Science Centre, and Alex Sokolowski, Odysium

Planetariums: the view from here...

Canada's planetarium community is invited to join an animated discussion: alternative future development scenarios, trends in technology and programming, and multi-disciplinary science visualization. Your parents' planetarium will never be the same. Join in the brainstorming, and help CREATE a new future for domed (not doomed) theatres.

Moderator: Ian McLennan, Consultant

Multiplying the Benefits of Partnership

Explore partnership strategies for exhibit and programme development, marketing and community engagement, using as a case study a new 250 square meter travelling exhibit, The Gee! in Genome. This session will demonstrate from multiple perspectives how partnering can open new doors to enhance science learning across Canada. The Gee! in Genome was produced by the Canadian Museum of Nature and presented nationally by Genome Canada, in partnership with the Canadian Institutes of Health Research.

Session Leader: Carol Thiesson, Canadian Museum of Nature

4:15 to 5:00 pm

Meeting of the Board of Directors

6:30 pm onwards

Second Annual Gala Awards Banquet

Dress up for this gala awards banquet that will close the conference with a multi-media production to celebrate CASC's awards for outstanding achievements.

Cocktails 6:30 pm, Dinner 7:00 pm

Sunday, June 6th

Shuttles to Edmonton Airport

Don't forget to sign up for your shuttle at Conference registration.

Transportation

There will be shuttles running between the Odysium and this hotel throughout the conference.