



## Message from the CASC President

On behalf of the Board of Directors, it gives me pleasure to present the preliminary program for Science from a Different Angle, our third annual conference. Once again our members have recognized that CASC is a national platform, and the Conference is an outstanding opportunity to meet with colleagues, to assess accomplishments, and deal with challenges. I am particularly pleased that we have attracted distinguished speakers from several associated organisations and I look forward to a lively exchange of ideas. But most importantly perhaps, our Conference host, the Centre des sciences de Montréal, have organised an excellent array of social events that will truly enhance our experience.

See you in Montréal!

A handwritten signature in black ink that reads "George Smith". The signature is written in a cursive, flowing style.

**George Smith**

*President, Canadian Association of Science Centres*

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## A word from the 2005 conference president

In order to fulfill their missions, satisfy their current visitors and welcome new ones, Canadian museums and science centres must continually adapt, innovate, and even astonish. In 2005 and in the coming years, our biggest challenge is not only to introduce our visitors to science but also, and more importantly, to make it part of their lives.

It is with this in mind that we invite you, during the third annual conference of the Canadian Association of Science Centres, to look at **Science From a Different Angle**.

Over 20 workshops and sessions will be held on themes such as "Art and Science," "Community Science," "Science and Society" and "Science and Philosophy." More than 50 speakers will share their perspectives on innovative modes of communication for scientific culture and the role that we can play.

Because this is the first time the event will be held in Montreal, we are proud to use the occasion to share our expertise through a few tours and some specific examples!

Sincerely,

Claude Benoit

*President of the CASC 2005 Annual Conference and  
President and CEO of Old Port of Montreal Corporation*

# 2005 Conference Program Committee

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**John Kubicek**

Canadian Museum of Nature, *Ottawa, Ontario*

**Julie Jones**

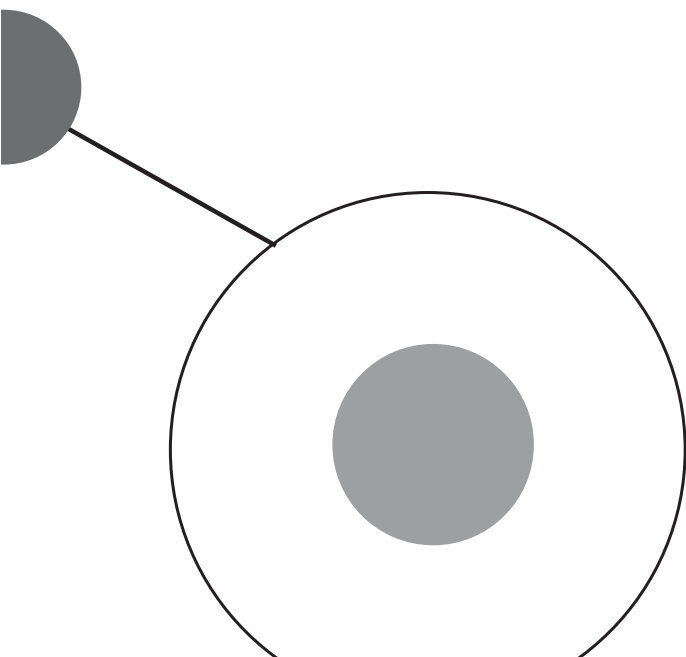
Ontario Science Centre, *Toronto, Ontario*

**Pierre Lacombe**

Planétarium de Montréal, *Montréal, Québec*

**Stacy Wakeford**

Canadian Science and Technology Museum, *Ottawa, Ontario*



# 2005 Conference Planning Committee

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A Note on Language: In an effort to cross bridges sometimes barred by language, we have committed to providing two days of simultaneous translation in one of the conference halls. The sessions with translation are indicated in the program. Of the remaining sessions, there will be sessions available in both languages available. This is an exciting opportunity to share our experiences across the boundaries of language, and we are looking forward to your participation!

# Thursday, June 2

## Pre-registration

7:30 a.m. – 8:30 a.m. 2:00 p.m. – 5:00 p.m. *Passerelle*

## Pre-conference Activities

### Circuit I

8:30 a.m. **Departure:** *Lobby, Centre des sciences de Montréal*

4:00 p.m. **Return:** *Lobby, Centre des sciences de Montréal*

*Cost: \$35 (includes lunch)*

*Pre-registration required*

*Maximum: 40 participants*

### Canadian Meteorological Centre

#### ***Meteorology – The Horizons are Further than Ever***

In addition to broadcasting daily weather reports, the CMC, a national research centre, is involved in many areas of activity such as air quality, health and safety. The tour will emphasize three of the Centre's exciting projects: the Eole Wind Energy Project, which will create a map of Canada's potential for wind energy; the international GEO (Group Earth Observations) initiative, which will create a coordinated and durable system for observing the earth over the next 10 years, and managing meteorological emergency measures. Visitors will be able to see the most powerful "super computer" in Canada.

### Ouranos

#### ***Adapting to Climate Changes... How?***

Ouranos, a consortium on regional climatology and adaptation to climate changes, brings together thirty researchers and experts from various areas working to understand the climate system and the impact of the changes that it is undergoing. Ouranos develops climatic scenarios and makes recommendations in order to better integrate climatology knowledge. A meeting with Ouranos researchers will increase visitors' knowledge and understanding of the climatic issues of the future.

## **Circuit 2**

**8:30 a.m. Departure:** Lobby, Centre des sciences de Montréal

**4:00 p.m. Return:** Lobby, Centre des sciences de Montréal

Cost: \$35 (includes lunch)

Pre-registration required.

Maximum: 40 participants

### **Canadian Space Agency Earth, Environment and Exploration**

The Canadian Space Agency will offer its visitors an overview of its three main areas of development: Earth and its Environment with Radarsat 1 and 2; Telecommunications with Anick F-2; and Science and Exploration with Robotics, Scientific Satellites and Astronomy. Visitors will be able to participate in a learning activity on navigating on Mars.

### **Industrials Materials Institute Materials of the Future, Smart Materials**

The Industrial Materials Institute will allow visitors to discover the fascinating and original perspectives of contemporary material research. They will see advanced materials such as metallic and biodegradable foam, and learn more about research on nanomaterials. A visit to the laboratories will also be offered.

## **Circuit 3**

**1:30 p.m. – 3:30 p.m.**

Centre des sciences de Montréal, The President's Lounge

No cost, no registration required.

### **Centre des sciences de Montréal Behind-the-scenes Tour**

Benoît Légaré, Vice-President of the Centre des sciences de Montréal will present the Centre's mission, operations and development, followed by a visit of the public areas and a question period.

## **Welcome Reception at the Biosphère**

**4:30 p.m. Departure:** Lobby, Centre des sciences de Montréal

**7:15 p.m. Return:** Centre des sciences de Montréal

No cost, pre-registration required

Kick off the conference in style with drinks and finger food to be found among the new exhibits at the Biosphère, the "Bucky" sphere.



# Friday, June 3

## Registration

7:30 a.m. – 8:30 a.m. *The Passerelle*

## Message of Welcome and Opening Keynote Speech - Julie Payette

8:30 a.m. - 10:00 a.m. *Panoramic Hall - Translated*

Ms. Payette is the Chief Astronaut for the Canadian Space Agency. She flew on Space Shuttle Discovery in 1999 as a crewmember of STS-96. Ms. Payette became the first Canadian to participate in an ISS assembly mission and to board the Space Station. Before joining the space program, Ms. Payette earned a Bachelor of Electrical Engineering from McGill and a Masters in Computer Engineering from the University of Toronto. In 1992 Ms. Payette was selected from 5,330 applicants to become one of four Canadian astronauts. Ms. Payette obtained her captaincy on the CT-114 military jet in 1996 and has logged more than 900 hours of flight time, including 450 hours on high performance jet aircraft.

## Trade Show Opening - Health Break

10:00 a.m. – 10:45 a.m. *Perspective 235 Room*

Chat with exhibitors over coffee and snacks and explore the latest in goods and services in the science centre industry. Be there for the first of several prize draws. You must be there to win!

## Concurrent Sessions

### Workshop - I

#### Science Communication from the Art Angle

10:45 a.m. – 12:15 a.m. *Panoramic Hall - Translated*

Over the past few years, science museums have developed new approaches in order to interest their clientele in science and technology. By using art, we are taking a new look at science and technology; we are reaching a new public and providing visitors with a different experience. Will a visit that includes the visual arts, theatre and artists become an emotional experience?

Moderator: **Renée Huard**, *Centre des sciences de Montréal*

Panelists:

**Luc Courchesne**, *School of Industrial Design, University of Montreal*

**Linda Liboiron**, *Biosphère, Environment Canada*

**Diane Turcotte**, *The Montréal Botanical Garden*

## **Workshop - 2**

### **Out Front and Behind the Scenes: Building a Solid Relationship with Government**

10:45 a.m. – 12:15 a.m. *Atelier 2 Room - English*

Partnership building is an important trend today, from agency capacity to funding and program development. Join these panelists for a frank discussion on successful strategies and motivations for building the relationship.

Moderator: **Jim Marchbank**, *Science North*

Panelists:

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

Other panelists to be confirmed.

## **Workshop - 3**

### **PDA's, Pedometers and Sensors, Oh my! Part I**

10:45 a.m. – 11:30 a.m. *Atelier 3 Room - English*

Strap on a sensor, pull out a PDA and start gathering data! Citizen science programs engage school groups, visitors, and aspiring scientists alike in the process of science. This two-part session explores the various tools, issues and examples of the contemporary citizen scientist. Attendees will be equipped with wearable devices for a day to reconvene and brainstorm creative ways to interpret and communicate their findings. Attend Part II Saturday afternoon.

Moderator: **Sara Poirier**, *Ontario Science Centre*

Panelists:

To be confirmed

## **Workshop- 4**

### **A Different Perspective on Climate Change**

11:30 a.m. – 12:15 p.m. *Atelier 3 Room - French\**

In 2003-4 the Canadian Museum of Nature partnered with the Centre for Traditional Knowledge, the Climate Change Action Fund and the Canadian International Development Agency to explore climate change in the Canadian Arctic, using both scientific and traditional knowledge perspectives. The partnerships, challenges, and opportunities encountered during the course of the project's development will be discussed from a science educator's point of view.

Speaker: **Julien Racette**, *Canadian Museum of Nature*

\*The speaker will answer questions in the language of your choice.

# Friday, June 3

## Trade Show Luncheon

12:15 p.m. – 1:45 p.m. *Perspective 235 Room*

## Simultaneous Workshops

### Workshop - 5

#### Learning New Dance Steps:

#### Partnering with Universities

1:45 p.m. - 3:15 p.m. *Panoramic Hall - Translated*

How can science centres creatively and effectively foster partnerships with universities? Learn new dance steps that build your community's capacity for science education and bring diverse audiences together, from grad students to toddlers. Hear success stories and valuable lessons learned while nurturing these strategic partnerships.

Moderator: **Nicola Focht**, *The Exploration Place*

Panelists:

**Rich Vieira**, *Ontario Science Centre*

**Guyline Archambault**, *Armand Frappier Museum*

**Monique Camirand**, *Montréal Science Centre*

### Workshop - 6

#### Hey...Do We Own This? Intellectual Property - Rights and Obligations

1:45 p.m. – 3:15 p.m. *Atelier 2 Room - English*

Interested in what our rights are when we purchase work from others? Curious to understand what components of our work we really "own". Join us as a representative from the McGill Faculty of Law Intellectual Property Centre shares her insight into this part of the law. Hear case studies and participate in the Q&A session.

Moderator: **Julie Jones**, *Ontario Science Centre*

Speaker:

**Karen Durell**, *Centre for Intellectual Property Policy, McGill University*

### Workshop - 7

#### Blitzing Workshop - From Idea to Prototype

1:45 p.m. – 5:30 p.m. *Atelier 3 Room - English*

*Pre-registration required*

*Maximum 9 participants*

Join this hands-on, supercharged session where, working in small teams, you will develop an idea, build it and engage visitors with your concept - all in the space of a half-day. The blitz will stretch your creativity and explore what happens when ideas quickly come face-to-face with their intended audience.

Facilitators:

**Julie Bowen**, *Ontario Science Centre*

**Julie Jones**, *Ontario Science Centre*

## Trade Show Break - Prize Draw

3:15 p.m. – 4:00 p.m. *Perspective 235 Room*

## Concurrent Sessions

### Workshop - 8

#### Great Canadian Science Adventure (GCSA)

4:00 p.m. – 5:30 p.m. *Panoramic Hall - Translated*

More than 15 CASC members and numerous stakeholders have been deeply involved in this innovative collaborative exhibit project. In 2004-05 this team of science centre professionals engaged in of unprecedented scope knowledge exchange and network-building reveal with federal scientists. Team members will discuss their findings, their impact on the project content and initiate discussions on building on the experience with the wider membership.

Speakers: **Members of the GCSA Project Team**

### Workshop - 9

#### Expanding the Science Centre Community Through Videoconferencing

4:00 p.m. – 5:30 p.m. *Atelier 2 Room English*

Video conferencing technology offers opportunities for Science Centers to extend their community by bridging distances. Join in the discussion on a number of leading edge Canadian pilot school programs. Explore technical and pedagogical issues in the context of examples such as a lab-based DNA program, a collaborative problem-solving activity, student-scientist interactions, and professional development activities for teachers.

Moderator: **John Kubicek**, *Canadian Museum of Nature*

Panelists:

**Myrica Smith**, *Ontario Science Centre.*

**Janet Murphy**, *DNA program*

**George Obadiah**, *DNA program*

**Pierre Harisson**, *Consultant*

## Progressive Dinner Tour

5:30 p.m. **Departure:** *Lobby, Centre des sciences de Montréal*

6:00 p.m. **7:00 p.m.:** *Begin your visit at the Biodôme*

7:15 p.m. **8:30 p.m.:** *Cocktail and meal at the Insectarium and at Montréal Botanical Garden*

8:30 p.m. **Return:** *Lobby, Centre des sciences de Montréal*

*Cost: 25.00\$*

*Pre-Registration Required*

The Montreal Museum of Nature, which includes, among other things, the Biodome, the Insectarium and the Botanical Gardens, invites you to a scenic evening where you will travel through space, from the Amazon rain forest to the North Pole, from the infinitely small to the infinitely large, from East to West. Unusual surprises await you!

# Saturday, June 4

## CyberMuseums: The Cyber Explorer

8:00 a.m. – 8:30 a.m. Lobby, Centre des sciences de Montréal - French\*

Among the array of exhibits at the 2005 World Expo in Japan will be an exhibit on virtual networks connecting seven Canadian science centres. Join us for a short description of the project by one of the participating museums and a chance to explore the exhibit first-hand.

Moderator:

**Mathieu Lampron**, Centre des sciences de Montréal

\*The speaker will answer questions in the language of your choice.

## Keynote Address - Armchair Tour of Science Centres around the World

8:30 a.m. – 9:45 a.m. Panoramic Hall - Translated

Here's your chance to get up to speed on the greatest and latest examples of centres and exhibits from Europe and Asia, as well as examples from South America, especially in light of WSCC 2005 in Rio de Janeiro. This information will put Canadian science centres into their international context and bring new perspective to efforts being made here at home.

Keynote Speaker:

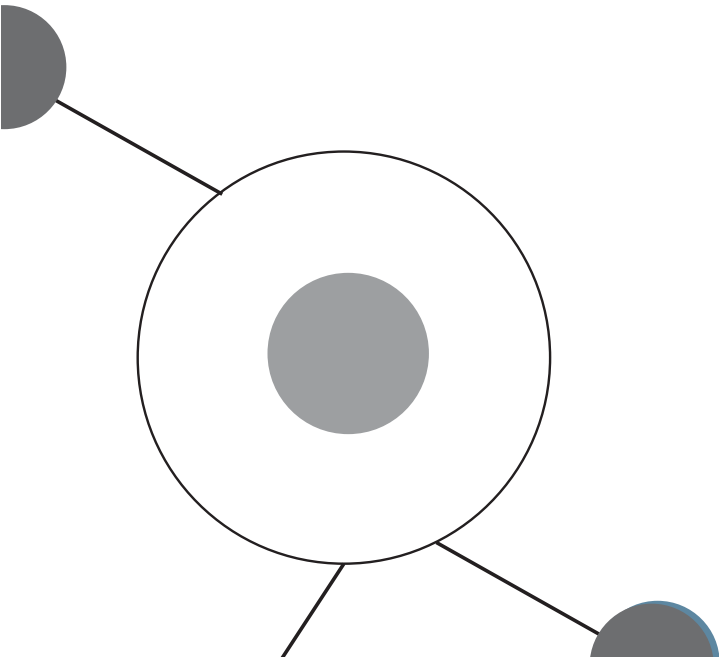
**Per-Edvin Persson**, Director of Heureka, Finland

## Networking Break

9:45 a.m. – 10:30 a.m. The Passerelle

Chat with colleagues from CASC member organisations about their latest news and projects. Up to 10 centres will be featured at this non-commercial poster exhibition.

To reserve your poster space, contact François Brunet at  
E-Mail: [brunetmarketing@ccapcable.com](mailto:brunetmarketing@ccapcable.com) Phone: 1-418-564-1530



## Concurrent Sessions

### Workshop - 10

#### Science Centres as Catalysts for Civic Engagement

10:30 a.m. – 12:00 p.m. *Panoramic Hal - Translated*

Paddy Bowen, former Executive Director of Volunteer Canada, will discuss the state of civic engagement in Canada and facilitate a discussion on the role science centres can play in fostering a culture of "citizen participation." Dahlia Tanasoiu from the Canadian Museum of Nature will follow with a look at how public forums can generate interest and meaningful discussion of hot issues in science. This session will highlight examples and look at some lessons learned.

Moderator: **Stacy Wakeford**, *Canada Museum of Science and Technology*

Panelists:

**Paddy Bowen**, *Author, "Investing in Canada – Fostering an Agenda for Citizen and Community Participation"*

**Dahlia Tanasoiu**, *Canadian Museum of Nature*

### Workshop - 11

#### Improving the Visitor Experience through Formative Evaluation

10:30 a.m. – 11:15 a.m. *Atelier 2 Room - English*

This session will examine case studies of evaluation in Canadian science centres. Science North will describe the process it has followed to carefully examine its most recent large exhibit installation, 'The Human Machine' (now called 'BodyZone'). The evaluation process involves the exhibit and program staff and provides basic quantitative information about the educational and emotional effect of exhibits on visitors. Most importantly, the session will discuss and identify the implications of this evaluation for improving the visitor experience, building new audiences, and making a stronger case for funding support.

Moderator: **Danielle Waltenbury**, *Science North*

Panelists:

To be confirmed

# Saturday, June 4

## Workshop - 12

### Transforming your Science Centre through Art

10:30 a.m. – 12:00 p.m. *Atelier 3 Room - English*

Come and get your hands (creatively) dirty! Participate in a workshop where you collaborate with others to create art installations. Where do you start? How can you balance the science centre identity with the desire to embrace creativity through art? How do you find artists who are willing and able to collaborate? This session is led by a designer/scientist team that has been working at the Ontario Science Centre to transform public spaces through art within the Agents of Change Initiative.

Session leaders:

**Donna Franci**, *Ontario Science Centre*

**Elgin Cleckley**, *Ontario Science Centre*

## Workshop - 13

### Science, Let's Play! (Science through Games)

11:20 a.m. – 12:00 p.m. *Atelier 2 Room - French\**

Is it possible to effectively communicate scientific concepts, theories and complex data to the general public through games, scientific toys and comic strips? How do we develop effective interactive games that create an interest in science? Do interactive games only reach children? Is it possible to interest teenagers and pre-teens with exhibitions based on games? Will adults be able to relate?

Speaker:

**Serge Lepage**, *Biosphere, Environment Canada*

*\*The speaker will answer questions in the language of your choice.*

## Luncheon Speaker

12:00 p.m. – 1:30 p.m. *Panoramic Hall - Translated*

Do science centres need to see all future innovations done, nailed down, and published before showing them to the public? Certainly not! Understanding trends and adding a good dose of imagination might allow science centres to excite the public with the science they might expect to see soon --- not science fiction, but science fact in the making!

Keynote Speaker:

**Dr. Thomas Brzustowski**, *National Sciences and Engineering Research Council of Canada.*

## Concurrent Sessions

### Workshop - 14

#### Sponsorships: Community Support from a Different Angle

1:30 p.m. – 3:00 p.m. *Panoramic Hall - Translated*

A discussion of the recent history of sponsorships at Canadian Science Centres.

Moderator: **George Smith**, *Odysium*

Panelists:

To be confirmed

### Workshop- 15

#### Expanding Audiences beyond Kids and Schools

1:30 p.m. – 2:15 p.m. *Atelier 2 Room - French\**

Science centres have long relied on a core audience of school groups and families. Is this enough? At this session, we will present audience demographics for several science centres in Canada and in other countries. We will also look at the sorts of initiatives that centres can undertake to attract adults, seniors, and other 'unconventional' audiences, and thus build both attendance and revenue.

Moderator: **Julie Moskalyk**, *Science North*

Panelists:

To be confirmed

\* *Panelists will answer questions in the language of your choice.*

### Workshop - 16

#### Citizen Science, Enhancing Community Connections

1:30 p.m. – 3:00 p.m. *Atelier 3 Room - French\**

What initiatives can be undertaken to expand our audiences, and thus build both attendance and revenue? As active members of community-based monitoring networks, science centres and museums can encourage our visitors to become citizen scientists and engage in lifelong learning opportunities. Citizen science can also play an important role in helping us create links with and within our communities that make science relevant to everyday life. In this interactive workshop, you will take part in activities that will facilitate reflection and exchanges on the challenges and opportunities that arise when we connect with the needs and interests of our communities.

Moderator: **Thérèse Baribeau**, *Biosphère, Environment Canada*

Panelists:

**Catherine Dumouchel**, *Canadian Museum of Nature*

**Elizabeth Kilvert**, *Ecological Monitoring and Assessment Network, EMAN*

\* *Panelists will answer questions in the language of your choice.*



# Saturday, June 4

## Networking Break II

3:00 p.m. – 3:30 p.m. *The Passerelle*

Chat with colleagues from CASC member organisations about their latest news and projects. As many as 10 centres will be featured

To reserve your poster space, contact *François Brunet*, E-Mail: [brunetmarketing@ccapcable.com](mailto:brunetmarketing@ccapcable.com), Phone: 1-418-564-1530

## Concurrent Sessions

### Workshop - 17

#### Operating a Small Science Centre

3:30 p.m. – 5:00 p.m. *Panoramic Hall - Translated*

What do you do if your demographics do not support a science centre and you have no direct/core government support at any level? This session looks at developing partnerships and approaches to running a small science centre against all odds.

Moderator: **David Desjardins**, *Science East*

Panelists:

To be confirmed

### Workshop - 18

#### The Art Of Demonstrations:

#### Making The Mundane Magnificent

3:30 p.m. – 5:00 p.m. *Atelier 2 Room - English*

Presenters will give their own unique spin to some of their favourite demonstrations, with a focus on how to make the subject accessible and relevant to your science centre visitors. Learn how to let the audience guide their own progress whilst still sitting back and enjoying the show, plus gain the skills needed to make even the most mundane demo magnificent!

Moderator: **Michael Edwards**, *Science East*

Panelists:

To be confirmed

## Workshop - 19

### PDA's, Pedometers and Sensors, Oh my! – Part II

3:30 p.m. – 5:00 p.m. *Atelier 3 Room - English*

Citizen scientists (a.k.a. delegates) will return with their gear debrief on the experience and brainstorm on modes of delivery.

Moderator: **Sara Poirier**, *Ontario Science Centre*

Panelists:

To be confirmed

## Annual General Meeting

5:15 p.m. – 6:15 p.m. *Panoramic Hall*

*Pre-registration by member representatives requested - Translated*

Each voting member (Full and Developing Members) of the association is asked to have a designated representative at the Meeting. Indicate your intention to attend on the registration form. Other conference participants are welcome to attend. Come hear reports on important initiatives by the CASC!

## Awards Gala

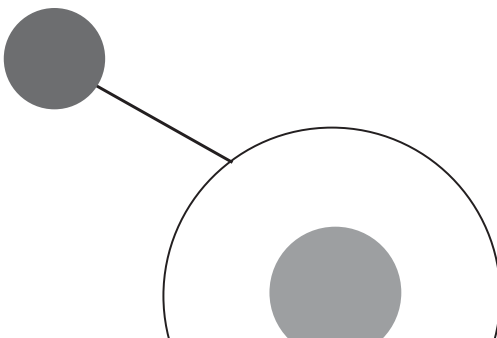
7:00 p.m. – Cocktail: *The Passerelle*

8:00 p.m. - Dinner: *Perspective 235 Room*

Join colleagues for an elegant celebration of Canada's outstanding achievements in science communication. Come hear the much-anticipated announcement of winners of Best Exhibit or Show, Best Onsite Program and Best Outreach Program awards.



Natural Resources  
Canada



## Accommodation

Rooms have been reserved in two Montreal hotels for conference participants. You must make your own reservation, as soon as possible, and mention that you are attending the Canadian Association of Science Centres' 2005 Conference.

### **Hôtel Lord Berri**

1199 Berri, Montréal

Telephone: 1 888 363-0363

Confirmation # 61227

Close to the Berri – UQAM subway station

A 20 to 25 minute walk from the Centre des sciences de Montréal

Single or double room: \$99

Suite: \$149

### **Marriott Spring Hill Suites Vieux-Montréal**

445 St-Jean-Baptiste, Montréal

Telephone: 1 866 875-4333

A 2 minute walk from the Centre des sciences de Montréal

Suite: \$159 – includes breakfast and high-speed Internet access

## Tourist Information

Visit Tourism Montreal's website

[www.tourisme-montreal.org](http://www.tourisme-montreal.org)

## General Information on the 2005 Conference

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### **Tracy Ross, coordinator**

*Executive Director*

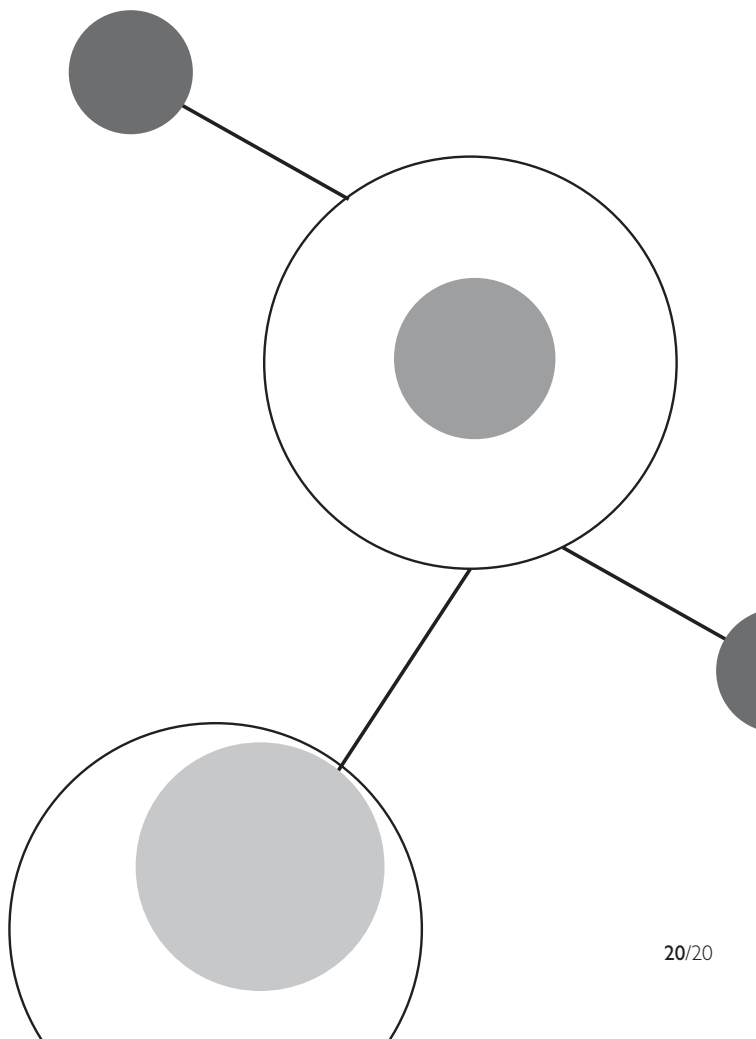
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