



CASC 2008

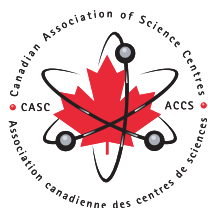
Annual Conference
June 12 – 14, 2008
London, Ontario

2008 ACCS

le 12 au 14 juin
London (Ontario)

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Conference Overview

As professionals who believe in the power of learning through play, we know how important engaging, fun, hands-on, interactive experiences are for children and for grown-ups. The 2008 conference theme is **Learn to Play! Play to Learn!**, taking a light-hearted approach to the serious issue of creating a truly innovative society in Canada.

We invite you to share experiences and learn techniques about engaging audiences through play, to have your own fun exploring emerging issues and opportunities, and to celebrate all that is exciting, inspiring and successful about science centres in Canada and around the world today.

Green Statement

This year we are consciously striving to reduce the ecological impact of our conference. All of our marketing has been electronic, and we have significantly reduced the material included in your Delegate bags. Please visit the tradeshow booths and sponsor information table to obtain information of particular interest to you.

Look for electronic signage to guide you to events and concurrent sessions.

Help us to Reduce, Reuse, and Recycle wherever possible as you enjoy your CASC Conference experience!

Concernant la langue

L'ACCS s'efforce de donner autant d'accès que possible dans les deux langues officielles à l'intérieur de ses limites budgétaires. Cette année, nous avons la traduction simultanée de toutes nos plénières comme cela est indiqué dans le programme. Plusieurs de nos conférenciers sont bilingues et pourront répondre aux questions en anglais et en français. Même si la plupart des documents sont en anglais, nous avons produit un sommaire du programme et un formulaire d'évaluation du congrès dans les deux langues. Profitez bien de ce congrès et contactez-nous si jamais vous avez besoin d'aide!



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Message from the Mayor



June 12, 2008

Dear Friends:

On behalf of the City of London, I am delighted to welcome everyone to the Canadian Association of Science Centres Conference, hosted by our London Regional Children's Museum. As Mayor, it is heartening to acknowledge the strong community leadership, which has gone into bringing this important event to The Forest City.

As Canada's 10th largest centre, London is a community on the move! We are the regional hub for Southwestern Ontario and recognized for excellence in health care and education, as well as innovative advances in research, science, technology and business.

We also strive to be a creative city and are confident your national gathering of science centre delegates will achieve great things, as you collectively turn your thoughts to the comprehensive issues facing your sector.

Meantime, London is a community that celebrates life to the fullest! We are renowned for delicious dining, superb shopping, pristine parkland and excellent attractions. So, I hope you enjoy some of the tremendous hospitality of our friendly city during your time with us.

Sincerely,

AM DeCicco - Best

Anne Marie DeCicco-Best
Mayor

Message from the CASC President



On behalf of the Board of Directors, I am pleased to welcome you to CASC's 2008 Annual conference. The Annual Conference remains our most important national networking and professional development event, and I look forward to meeting everyone over the next two days.

Our conference hosts at London Regional Children Museum have done a tremendous job of planning local hospitality and in leading the Conference Program Team to shape an amazing array of conference sessions. Many thanks to all the organizers, the sponsors, exhibitors and delegates to this event.

We can only benefit from sharing our successes and challenges in our common mission to promote the understanding and enjoyment of science and technology in Canada.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Langen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Scott Langen
President, Canadian Association of Science Centres
Executive Director, Saskatchewan Science Centre

Message from the CASC Conference Host



At the London Regional Children's Museum, we pride ourselves in providing engaging, creative, experiential, fun, learning experiences for our young visitors and their families. As your host for the 2008 CASC Conference, we are pleased to extend this approach to learning to you.

Our hope for this conference is that you will be enriched by thought-provoking, inspiring sessions; that you will connect and reconnect with colleagues from across the country; that you will have fun; and that you will return home richer for having had the experience.

On behalf of our entire team at the Children's Museum, we thank CASC executive director Tracy Ross for her leadership, professionalism, support and enthusiasm in the planning of the conference...and in all she does on behalf of CASC members. We thank the CASC board of directors for entrusting us with this most important annual event. We thank our sponsors, our program team, our presenters, our trade show exhibitors, our event planners from TL2, our volunteers and you, the delegates, for joining us.

We look forward to playing and learning together with you over the next couple of days.

Engage and enjoy!

With warm regards,

A handwritten signature in black ink, appearing to read "Tammy Adkin". The signature is cursive and somewhat stylized, with a long horizontal stroke at the end.

Tammy Adkin
Chair, CASC Conference 2008
Executive Director, London Regional Children's Museum

About the Association

More than 7 million people, nearly one-quarter of Canada's entire population, visit the member organizations of the Canadian Association of Science Centres each year. The more than 40 community-based member organizations of CASC include: science centres; technology museums; children's museums; nature centres; planetariums; and outreach organizations.

The Canadian Association of Science Centres is dedicated to improving the capacity of its members to enhance and promote public understanding and enjoyment of science and technology. The CASC was incorporated in 1985 to create synergy among Canada's science centres, to assist in finding solutions to the challenges faced by these important public institutions, and to provide a single voice before government.

Full members of the CASC are organizations devoted, at least in part, to the public understanding and appreciation of science and technology and are incorporated as nonprofit organizations or similar institutions administered by government or municipal authority, located in Canada and open to the public on a regular schedule.

Developing members are organizations that will qualify for full membership but are not yet open to the public.

Foreign members are organizations that qualify for full membership but are located outside Canada.

Affiliate members are other organizations that agree with, and have a strong interest in, the objectives of the CASC. They may include, but are not limited to, government partners, exhibit designers and fabricators, gift shop suppliers and research consultants.

Visit us on the web at www.canadiansciencecentres.ca

Board of Directors 2007-08

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Scott Langen, Executive Director
Saskatchewan Science Centre
www.sasksciencecentre.com

Vice-President

Tammy Adkin, Executive Director
London Regional Children's Museum
www.londonchildrensmuseum.ca

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Claude Faubert, Director General
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Claudette Leclerc, Executive Director
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Elizabeth McCrea, Director
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Canadian Museum of Nature
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Catherine Paisley, Director
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Ontario Science Centre
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Technical Production provided by:
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edmonton@mediaco.com

Evaluation services provided by:
Surveyworks
info@SurveyWorks.com

Program at a Glance

Wednesday, June 11, 2008

Time	Event	Location/Room
12 - 8 pm	Registration	Delta London Armouries Hotel

Thursday, June 12, 2008

Time	Event	Location/Room
9 am - 4 pm	Registration	Delta London Armouries Hotel
9 am - 4 pm	Pre Conference Tour (Pre registration required)	University of Western Ontario
10 am - 4 pm	Strategic Planning / Leadership Summit (invitation only) Lunch included	Executive Boardroom
6 - 9 pm	Welcome Reception & Registration	London Regional Children's Museum

Friday, June 13, 2008

Time	Event	Location/Room
8 am - 4 pm	Registration	Main Foyer
8:15 am	Continental Breakfast	Theatre Foyer
8:45 - 10 am	Opening Address / Keynote Speaker Silken Laumann**	Theatre
10 - 10:30 am	Health Break & Trade Show Opening	Salons A-B
10:30 am - 12 pm	Concurrent Sessions <ul style="list-style-type: none"> • Playing with Scientists • A Week to Remember: Week-Long Immersion Programs for School Groups • Playing to Win Session** 	Salon D Salon C Theatre
12 - 1:30 pm	Tradeshow Luncheon	Salons A-B
12 - 1:30 pm	Collaborative Meeting: Iron Science (12:30 - 1:20 pm)	Salon E
1:30 - 3 pm	Concurrent Sessions <ul style="list-style-type: none"> • It's International Year of the Potato – What do you have planned?*** • Getting the Virtual Word Out • Playing with Multiple Partners • Playing and Learning Together in an Intergenerational Project on an Urban Farm 	Theatre Salon C Salon D Salon E
3 - 3:30 pm	Health Break in Trade Show	Salons A-B
3:30 - 4:45 pm	Concurrent Sessions <ul style="list-style-type: none"> • See: Hear: Do: Let's Look at Some Old Exhibits with New Eyes*** • Using live animals in public presentations - more than just pretty faces! • Get Fired ... Up About Hiring 	Theatre Salon D Salon E
5:30 - 7:30 pm	Café Scientifique: Face to face or Facebook: Has the era of the physical museum building ended?	The Honest Lawyer

Saturday, June 14, 2008

Time	Event	Location/Room
8 am - 4 pm	Registration	Main Foyer
8:15 am	Continental Breakfast	Theatre Foyer
9 - 10 am	Annual General Meeting**	Theatre
9 - 10:30 pm	Trade Show Open	Salons A-B
10 - 10:30 am	Health Break in Trade Show	Salons A-B
10:30 am - 12 pm	Concurrent Sessions <ul style="list-style-type: none"> • Building a Winning Team** • Parents Who Play: Engaging Families in Science Education • Early Birds Get All the Traffic! Effective Ways to Increase Your Visibility • Science Fairs & Science Centres - What is our Role? 	Theatre Salon C Salon D Salon E
12 - 1:30 pm	Luncheon	Salon C-E Foyer
12:30 - 1:20 pm	Collaborative Meeting: YSF Canada & Science Centres	Salon C
1:30 - 2:45 pm	Concurrent Sessions <ul style="list-style-type: none"> • New Media RIG Workshop Part 1 • Playing for Keeps: How to Get Those Visitors Coming Back • Failure IS an Option** • Science Communication Research - What Are We Learning? 	Salon C Salon D Theatre Salon E
2:45 - 3:15 pm	Break	Salons C-E Foyer
3:15 - 4:15 pm	Concurrent Sessions <ul style="list-style-type: none"> • New Media Rig Workshop Part 2 • After Effects** • Bringing the Outside In: Environment Education and the Science Centre • CRYSTAL Atlantique 	Salon C Theatre Salon D Salon E
6 pm	Gala Awards Reception/Silent Auction	Ballroom 1
7 pm	Gala Awards Dinner	Ballroom 1

**Traduction simultanée/Simultaneous Interpretation

*Subject to change without notice.

All events are at the London Convention Centre unless otherwise noted

Program - Detailed

Thursday, June 12, 2008		
Time	Event	Location/Room
9 am - 4 pm	Registration	Delta London Armouries Hotel
9 am - 4 pm	Pre Conference Tour (Pre-registration required) Join us for a visit to the University of Western Ontario and the National Research Council. This visit will include an indepth tour of the new Biotron, a tour of the wind tunnel and lunch on campus.	University of Western Ontario National Research Council
10 am - 4 pm	Leadership Summit / Strategic Planning Session By Invitation Only	Executive Boardroom/London Convention Centre
6 - 9 pm	Welcome Reception It's time to see old friends and make new ones at the CASC conference kick-off event at the London Regional Children's Museum. Join in the fun with science buskers and creative food stations. Don't miss it!	London Regional Children's Museum Shuttle provided from Delta London Armouries Hotel

Friday, June 13, 2008		
<i>All events take place at the London Convention Centre unless otherwise noted.</i>		
Time	Event	Location/Room
8 am - 4 pm	Registration	Main Foyer
8:15 am	Continental Breakfast	
8:45 - 10 am	Opening Address / Keynote Speaker Silken Laumann** - Inspiring Play: In Sport; In Life; In our Children (see page 15 for session description)	Theatre
10 - 10:30 am	Health Break and Trade Show Opening	Salons A-B
10:30 am - 12:00 pm	Concurrent Sessions	
	Playing with Scientists Science centres are important 'nodes' of science communication - nothing new! Meanwhile, science is produced by multiple interveners who do not work in science centres. Close connections between science centres and the scientific milieu is crucial if we are to keep our offerings current, and communicate the latest discoveries and perspectives of scientists. How can we ensure the participation of scientists at all levels? How do we seek out their interest and uncover their desire to be involved? What do we have to offer the world of scientific research? We will explore the experience of a real working group with concrete examples in the development of an exhibition hall, public programs, and large-scale events. Keywords: Partnerships, Program and Exhibition Development, Education Session Leader: Josée Duhaime Directrice, Action culturelle et éducative Centre de sciences de Montréal Session Presenters: Ariel Fenster, Office of Science and Society, McGill University Cameron J. Tsujita, Biology and Geological sciences, University of Western Ontario	Salon D
	A Week to Remember: Week-Long Immersion Programs for School Groups Imagine you are in grade four and a museum or science centre becomes your classroom for a full week! This week-long immersion in a rich community environment acts as a catalyst for a long-term interdisciplinary study that embodies the program of studies. Classroom teachers work closely with	Salon C

(continued next page)

	<p>the museum and science centre staff to design and implement a program unique to the curricular needs of their class. Together they provide innovative and creative ways for students to gain a deeper understanding of many exciting topics. This concept was pioneered by Campus Calgary and has been the model for other programs. Among them are the London Museum School and Chevron Open Minds Science Centre School offered at the TELUS World of Science-Calgary. Learn about this program that is the ultimate in experiential education from its inception and how it has been adapted for application in diverse locations.</p> <p>Keywords: Experiential Learning, Education, Partnerships Session Leader: Meggin Helm, Education Programs Manager, London Regional Children's Museum Presenters: Steve Mavers, Curator of Education Museum London Trish Savill, Education Coordinator - Campus Calgary/Open Minds Calgary Board of Education Dr. Gillian Kydd, Education Consultant</p>	
	<p>Playing to Win: Funders' perspectives on proposals that win support**</p> <p>They are on the other end of our grant and sponsorship requests. They take thousands of calls and read hundreds of proposals. They let us know when we've been successful in our requests ... and when we haven't. They have seen and heard it all, and now they will share with us, from their perspectives, what makes a winning proposal ... and what doesn't.</p> <p>Session Moderator: Julie Jones, Ontario Science Centres Session Presenters: Sheila Simpson, Ontario Trillium Foundation Darcy Enick, Senior Manager, Event Solutions, TELUS Jason Clement, Communications Officer, Canadian Space Agency</p>	Theatre
12 - 1:30 pm	<p>Trade Show Luncheon</p> <p>Enjoy fabulous fare while you network in the CASC tradeshow. See new technologies, see old friends and make new connections.</p>	Salons A-B
12:30 - 1:20 pm	<p>Iron Science Meeting</p> <p>Should we expand the Iron Science challenge? In its inaugural nation-wide year, five science centres from the west coast to the east held playoffs in the fall to find teacher teams to send to the Iron Science finals hosted at the University of Calgary. The playoffs were high-energy events for the host science centres, with hundreds of cheering students supporting their science teachers and strong media coverage. The winning teams went on to a spectacular contest, with an audience of 700, special effects and television crews, hosted by Jay Ingram and webcast live on DiscoveryChannel.ca and covered on television. This year, new science centres want to take part. How should we best expand the event to involve more science centres – build in semifinals or have science centres take turns hosting regional playoffs? Grab a bite to eat in the trade show hall and then join this session – more like a committee meeting – to find out what the groundbreakers learned, and what might be the most effective way to involve more centres in Iron Science 2009 and onward!</p> <p>Keywords: Outreach, Teacher Education, Public Relations Session Leader: Mary Anne Moser, Director of Communications Schulich School of Engineering, University of Calgary</p>	Salon E
1:30 - 3:00 pm	<p>Concurrent Sessions</p> <p>It's International Year of the Potato - What do you have planned?*</p> <p>Dedicated theme days are declared by groups ranging from local governments to the United Nations. The themes vary from Science and Technology Week to Talk Like a Pirate Day. How can we take advantage of these themes? With a focus towards the upcoming Year of Astronomy, discover what programs have already been developed that you can use in your museum or centre. Working together, explore how we can share ideas for other theme days - perhaps even a few with a potato theme. Leave with a calendar of potential programs and events.</p> <p>Keywords: Programs, Events Session Leader: Ian McLennan, Consultant Session Co-Presenters: Scott Young, President, Royal Astronomical Society of Canada and Manager Planetarium and Science Gallery, The Manitoba Museum Susan Button, President, International Planetarium Society Ingrid Nielsen, Coordinator - Training, Communications and Outreach International Polar Year Federal Program Office</p>	Theatre

	<p>Getting the Virtual Word Out</p> <p>From Facebook to YouTube and viral advertising, this panel discussion will explore the widening technological possibilities available to CASC members when it comes to "getting the word out" about special events and programming. How do you create a buzz? How do you reach specific target audiences? Which technologies appeal best to which audiences? Learn about the latest trends in communication and marketing while gathering tips for building the communities that can support your events.</p> <p>Keywords: Web/Electronic Communications, Marketing, Youth Programs</p> <p>Session Leader: Sabrina Greupner, Manager Weston Family Innovation Centre Ontario Science Centre</p> <p>Presenters: Wayne MacPhail, Consultant, w8nc inc. Kathy Nicholaichuk, Audio Visual Designer, Ontario Science Centre Ken Huxley, Web Editor, Ontario Science Centre</p>	Salon C
	<p>Playing with Multiple Partners</p> <p>Do you play well with others? Curious about the perspective of the people you collaborate with in order to get a program off the ground and keep it running? In this eye-opening session, participants will each be assigned various stakeholder roles (Sponsor, Volunteer Coordinator, Program Developer, Donor, Marketing, Media/PR, Membership, etc.) to work through a true to life science centre problem... like those we all face everyday! Participants will work in small groups to solve their problem and present their solutions. Through this process, each person has the opportunity to see the science centre world through different eyes. We'll finish by swapping roles with other participants and getting feedback from people who have actually faced similar problems in their work experience. If you have a generic problem you'd like to suggest, or would like to help us organize and present this session, please contact us.</p> <p>Keywords: Partnerships, Programs, Collaboration</p> <p>Session Leader: Blair Clarkson, Coordinator Special Events & Attractions Ontario Science Centre</p>	Salon D
	<p>Playing and Learning Together in an Intergenerational Project on an Urban Farm</p> <p>In this session we present the Intergenerational Landed Learning Project at the UBC Farm and the Acorns to Oak Trees Program in London, Ontario. The Landed Learning Project is an initiative that brings together school children, their teachers and retired community farmers on an urban farm. The two generations interact with each other through play, hands on engagement with the land, and discussions of environmental and food-related topics. The Acorns to Oak Trees Program is an intergenerational program involving children from Eagle Heights Public School and seniors from the Cherryhill Community. It is the goal of the program to engage seniors and children together in meaningful activities that foster a better understanding of the generations. The objective of this session is to present the successes and challenges associated with the playful experiences of an informal learning setting.</p> <p>Keywords: Education, Research and Evaluation, Intergenerational Learning</p> <p>Session Leader: Linda Peterat, Board Member Okanagan Science Centre</p> <p>Presenters: Oksana Bartosh, Researcher-in-Residence, Okanagan Science Centre Jolie Mayer-Smith, Associate Professor, University of British Columbia Bev Regan, Therapeutic Recreation Specialist & Volunteer Liaison Parkwood/St. Joseph's Health Care, London</p>	Salon E
3 - 3:30 pm	Health Break in Trade Show	Salons A-B
3:30 - 4:45 pm	<p>Concurrent Sessions</p> <p>See: Hear: Do: Let's Look at Some Old Exhibits with New Eyes**</p> <p>See: what new discoveries have been made in regards to how visitors learn and how we communicate in a freechoice learning environment.</p> <p>Hear: what we all have to say as we discuss the effects these new discoveries may have on our work.</p> <p>Do: using our new knowledge, look at some old classics to see if they can be updated to be more effective.</p> <p>Keywords: Exhibit Development, Programming/Demonstrations, Education</p> <p>Session Leader: Julie Jones, Science Researcher, Ontario Science Centre</p> <p>Presenters: Dr Erminia Pedretti, Professor, Ontario Institute for Studies in Education Dr Christine Castle, Consultant, Museum Education Monitor</p>	Theatre

	<p>Using live animals in public presentations - more than just pretty faces! Recently, the Canadian Museum of Nature developed a few programs which have the particularity of using live animals. Strict self-imposed procedures didn't narrow down the possibilities or tone down the creativity of the program developers. Two educators from the Museum will share their experience in both the development and the delivery of two programs targeting different audiences: one is aimed at the typical weekend, family audience, while the other is targeting a school group coming to achieve a specific curriculum goal. Topics will include the inherent strength of animals in generating an emotional response (motivation trigger, key to learning), ethical musts, staff training particular aspects, and the results achieved by both programs. Some parts of this session will include active participation from the audience. Keywords: Education, Demonstrations, Visitor/Customer Services Session Leader: Louis-René Sénéchal Canadian Museum of Nature Presenter: Suzanne Allyson, Nature Educator, Canadian Museum of Nature</p>	Salon D
	<p>Get Fired-Up About Hiring It's possible to pass the interview and still be the wrong person for the job. Some people say that hiring frontend staff is not a big deal; "it isn't brain surgery." That's true, it isn't. It's more difficult than brain surgery! Join your colleagues in a practical hands-on session on recruiting for success. How to find the right people who fit with your mission and most of all, ensure happy and challenged visitors. Explore and apply tools to help you make those tough calls about the right staff and feel good about it. Keywords: Front End Staff Selection, Care /Customer Services, Mission and Philosophy Session Leader: Vishnu Ramcharan, Manager of Hosts and Community Engagement Ontario Science Centre</p>	Salon E
5:30 - 7:30 pm	<p>Café Scientifique: Face to face, or Facebook: Has the era of the physical museum building ended? Specimens can be scanned in high resolution 3D and posted on-line. Social networking sites are growing in popularity and people share their daily lives through blogging and applications like Twitter. In this increasingly virtual world, do museums really need physical spaces, or are they just a waste of resources? Session Leader: Cynthia Iburg Educator, Canadian Museum of Nature</p>	The Honest Lawyer

Saturday, June 14, 2008

	<i>All sessions and events occur at the London Convention Centre unless otherwise stated.</i>	
Time	Event	Location/Room
8 am - 4 pm	Registration	Main Foyer
8 - 8:50 am	Continental Breakfast	Theatre Foyer
9 - 10 am	<p>Annual General Meeting** It's your association so come out and get involved! At this session we will review CASC's member-led initiative to secure a national program for science centres and engage the membership with CASC's strategic goals and achievements. Session Contact: Tracy Ross, Executive Director, CASC</p>	Theatre
10 - 10:30 am	Health Break in Trade Show	Salons A-B
10:30 am - 12 pm	<p>Concurrent Sessions</p> <p>Building a Winning Team** If we are to be truly successful at engaging visitors, funders and partners in our vision of learning through play we need to ensure it is part of the fabric of our organizations and that all of our staff, volunteers and board members are living, breathing examples of this philosophy, and that the philosophy is imbedded in our practice, policies and procedures. At Eureka! The Museum for Children in West Yorkshire England and at the London Regional Children's Museum in London, Ontario, strategies have evolved that are intended to raise the profile of learning through play with both internal and external stakeholders. In this session, the</p> <p style="text-align: right;">(continued next page)</p>	Theatre

	<p>key elements of these strategies will be reviewed and lessons learned and the challenges faced will be shared.</p> <p>Session Leader: Leigh-Anne Stradeski, Chief Executive Eureka! The Museum for Children, Halifax, England</p> <p>Presenters: Tammy Adkin, Executive Director, London Regional Children's Museum Terry Gillis, Board President, London Regional Children's Museum</p>	
	<p>Parents who Play: Engaging Families in Science Education</p> <p>Science centres naturally attract families, but do our programs facilitate family learning? What research is available on how families learn? Are our programs family friendly and how do we ensure we're meeting the needs of our visiting families? This session will provide an outline of current research into family learning and explore how two science centres have dealt with family programming. The Saskatchewan Science Centre will present results from its first Family Learning Event based on a program from the Children's Museum of Houston, and the Ontario Science Centre will present on their ongoing Robotics Workshop run for both member families and community at-risk families. Program development will be explored and strategies for delivery discussed.</p> <p>Keywords: Family Learning, Program Development, Visitor Service</p> <p>Session Leader: Jennifer J. Jacobs, Community Programs Coordinator Saskatchewan Science Centre</p> <p>Presenter: Blair Clarkson, Coordinator, Special Events & Attractions Ontario Science Centre</p>	Salon C
	<p>Early Birds Get All the Traffic! Effective Ways to Increase Your Visibility</p> <p>Search Engine Marketing: The Canadian Heritage Information Network (CHIN) will introduce content, marketing and technical tips that can help to increase your institution's website ranking on major search engines. Recent surveys indicate that 16.8 million adult Canadians (68%) use the Internet for personal nonbusiness reasons, and 40% (high branding budget) to 80% (low branding budget) of website visits originate from search engines. At the end of this session, the participant will know: how to implement professional Search Engine Marketing (SEM); the different techniques to achieve good Search Engine ranking results; technology, content and marketing techniques used to increase website ranking on major search engines; how to better target audiences using SEM tactics; some tools to track and continually improve SEM results; and finally, how to keep up-to-date with the SEM industry.</p> <p>Session Presenter: Thierry Arsenault, Online Marketing Specialist Canadian Heritage Information Network (CHIN)</p>	Salon D
	<p>Science Fairs and Science Centres - What is our Role?</p> <p>This moderated session will explore the connections between Science Centres and Science Fair activity. While several CASC members are already closely involved with leading, co-ordinating and hosting Science Fairs, others have found that these are two separate science engagement experiences. Can partnerships extend beyond the role of venue? Spring boards for discussion will include voices from YSF Canada on the Canada-Wide science fair, as well as the evolution of science fair programming at Science World in Vancouver, including their recent development of a noncompetitive Science Fair. Discussion will also include an audit of similar programs at other science centres (group activity), and discussion of challenges and solutions.</p> <p>Moderator: Lisa Polley, Youth Programs Coordinator, TELUS World of Science-Calgary</p> <p>Session Presenters: Connie Cirkony, Program Developer Community Outreach Science World British Columbia Reni Barlow, Executive Director, Youth Science Foundation</p>	Salon E
12 - 1:30 pm	Luncheon	Salons C-E Foyer
12:30 - 1:20 pm	<p>Collaborative Meeting: YSF Canada and Science Centres</p> <p>Engaging youth is a renewed focus in Canadian science centres and outreach. YSF Canada has been getting kids doing science through projects and science fairs for almost 50 years, but we've expanded our programming to include youth mentorship by peers and researchers, an art-science-environment challenge, online tools and forums and two national school mailing campaigns. Grab some lunch and join us for a roundtable discussion! With over 100 YSF-affiliated regional organizations in every province and territory, there are certain to be new opportunities for your science centre to connect and partner with our network.</p> <p>Keywords: Outreach, Youth Programs, Other - Partnerships</p> <p>Session Leader: Reni Barlow, Executive Director, Youth Science Foundation</p>	Salon C

1:30 - 2:45 pm	<p>Concurrent Sessions</p> <p>Playing for Keeps: How to Get Those Visitors Coming Back Salon D It's every science centre's dream: satisfied visitors who come back again and again! How do you make that dream come true? This panel explores how various institutions have met the challenge of repeat visitorship. From designing for dynamic, constantly changing environments to building community connections and partnerships, learn about what works - and what doesn't. Keywords: Partnerships, Education, Public Relations Session Leader: Fotini Fokidis, KidSpark Coordinator, Ontario Science Centre Presenters: Amanda Tisseur, Manager, Teaching & Learning, The Exploration Place (B.C.) Franco Mariotti, Staff Scientist/Biologist, Science North</p> <p>Failure IS an Option** Theatre How do science centre staff build public programs without knowing the outcome? Will it succeed? Will it fail? Is it okay to fail? This session will focus on public programs that have been developed, shelved, redeveloped, tested (or not), and delivered with a variety of outcomes. We want to hear how your centre builds new programs for new audiences. What are the steps needed to get it off the ground? And is failing an option? The Ontario Science Centre has taken on the challenge of reaching the youth market through public programs that are cool, innovative, creative and entertaining. The process has been a long one, but one that deserves to be shared. As other science centres move through new ideas, transformation plans, and sourcing new audiences, we would like to share tales of what worked, what didn't and the plans for continuing to reach new audiences Keywords: Youth Programs, Visitor Experience, Program Development Session Leaders: Karen Hager, Associate Director, Events & Public Programs, Ontario Science Centre Cathy Stadder Wise, Staff Scientist – Education, Science North Louis-René Sénéchal, Public Programs Coordinator - Coordonnateur, programmes publics, Canadian Museum of Nature - Musée canadien de la nature</p> <p>Science Communication Research - What Are We Learning? (Poster Session) Salon E What are we learning about the effectiveness of science communication practices in science centres, museums and zoos? What kind of research is helping us understand our impact on the public, on school children and on families? The Science North and Laurentian University Science Communication Graduate Students will showcase the results of their research projects through an engaging poster gallery. Browse through to get a glimpse of current research in the field or engage in a conversation with the student researchers to learn more about methods and practical applications of their results! Research project topics may include: the impact of live animals in science centres on learning and engagement; raising awareness of species at risk through programming and exhibits; Signage impact on visitor engagement with exhibits; programming for the older adult; assessing learning and engagement in the Ends of the Earth exhibit at Science North; visitors' knowledge, values and interest in an exhibition on evolutionary biology. Keywords: Research and Evaluation, Education, Exhibit Development Session Leader: Chantal Barriault, Co-Director, Science Communication Graduate Program Presenters: Brandi Chuchman, Science Communication Graduate Student Science North/Laurentian University Kirsti Kivinen - Newman, Staff Scientist, Traveling Exhibits, Science North</p>
1:30 - 4:15 pm	<p>New Media RIG Workshop - International Polar Year Salon C Rapid Idea Generation (RIG) Workshops create outstanding visitor experiences in a quick-thinking environment. Join working scientists, new media experts, and some guest teenagers in tackling a communication problem of the coolest order. Join colleagues from across Canada and develop - in 3 hours or less - an experience that will do the following: build awareness about the issues addressed by International Polar Year, change with interaction by visitors, attract teenage visitors, and include physical activity. The session will include a brief discussion on client needs and experience possibilities, the high-intensity RIG, and then a full-group debrief. Work will happen within small groups that will likely each contain a visitor experience expert (exhibit and program developer), a scientist, a new media expert, a designer, and a teenager. Session Leader: Donna Francis, Researcher/Programmer, Ontario Science Centre</p>
2:45 - 3:15 pm	<p>Health Break Salons C-E Foyer</p>

3:15 - 4:15 pm	<p>Concurrent Sessions</p> <p>New Media RIG Workshop – continued Salon C</p>
	<p>After Effects** Theatre</p> <p>One of the hardest audiences for science centres to reach has historically been youth or teenagers (those 13 to young adulthood). The Montreal Science Centre (CSM) and the Ontario Science Centre (OSC) have both just undergone a major renewal of their exhibition spaces. Both renewal activities focused, as one of their major goals, on reaching a new audience – teenagers. These spaces will have been operational for 6 months to 1.8 years respectively by the time of the CASC conference, providing a perspective on the implementation of the vision and the operation of these new kinds of spaces. These two case studies will explore the specific initiatives that were developed (including the CSM's Imagine!, idTV, Mission Gaia and Science 26, and the OSC's Innovation Centre), as well as outline the strategies and initiatives that have worked (or not worked) to finally reach this elusive audience.</p> <p>Keywords: Exhibit Development, Research and Evaluation, Marketing Session Leader: Carol Pauzé, Director, Exhibitions Department, Montreal Science Centre Presenter: Julie Bowen, Associate Director, Development and Design, Ontario Science Centre</p>
	<p>Bringing the Outside In: Environment Education and the Science Centre Salon D</p> <p>With issues of changing climate, loss of habitat, and degradation of air and water quality on all our minds, we are forced to ask the questions: What role can science centres play? How do our indoor programs compliment or contradict the efforts of our fellow educators teaching in the outdoors? How can environmental messages be integrated into science centre programs in ways that do not subtract from their primary goal of improving scientific literacy? How can we retain the integrity of these messages while also managing our relationships with corporate and government partners? In this session, you will get to experience examples of new science centre programs that successfully integrate environmental messages and science education. Learn ways that you can connect and cooperate with environmental educators in your community and find out the lessons we can learn from the long-standing traditions of outdoor education and nature interpretation.</p> <p>Keywords: Education, Demonstrations, Partnerships Session Leader: Amanda Branton, London Regional Children's Museum Presenter: Anne Dacres, Project Manager, Biosphere Karin Davidson-Taylor, Outreach Education Coordinator, Royal Botanical Gardens</p>
	<p>CRYSTAL Atlantique: Research into Informal Science Education Salon E</p> <p>During the past three years, Science East has been involved with CRYSTAL Atlantique, one of five NSERC funded research centres, and as part of this collaboration has played a role in conducting research into informal science education. This session will highlight the results to date in two areas of this research. The first is from "Science In Action", an after school program in elementary and middle schools which attempts to present science in a completely different way than it is taught in the classroom. Students study a single topic for an extended period of time and are given the opportunity to interact with scientists and learn the skills required to gain a greater understanding of science. Data will be presented which addresses some of the issues with students existing conceptions about science and doing science, something which needs to be addressed in all areas of science education. The second area involves research being done on trying to assess the effectiveness of programming being done at Science East and should provide some interesting information which can be applied throughout the science centre community.</p> <p>Keywords: Research and Evaluation, Education, Outreach Session Leader: Michael Edwards, Science Coordinator, Science East Presenter: David Desjardins, Executive Director, Science East</p>
6:00 - 7:00 pm	<p>Reception & Silent Auction (cash bar) Ballroom 1</p>
7:00 onwards	<p>National Awards Gala Ballroom 1</p> <p>Join us for an elegant celebration of Canada's outstanding achievements in science communication. This memorable event will include a gourmet dinner, special remarks, entertainment, Silent Auction, and the awards ceremony in recognition of Canada's best and brightest.</p> <p>The Nominees for Best Exhibit or Show and Best Outreach Program are now available at www.canadiansciencecentres.ca/awards.htm. Don't miss the big reveal at our National Awards Gala!</p>

Keynote Speaker

Inspiring Play: In Sport; In Life; In our Children.

Silken Laumann inspires us to live life fully and playfully. By nurturing our openness and curiosity, we can create environments in our workplaces, homes and schools that respect the importance of play in igniting imagination and developing not only children but adults to their full potential.



Presentation webcast presented by



General information

Host Hotel

Delta London Armouries
325 Dundas Street
London, Ontario N6B 1T9
Tel: 519-679-6111
Fax: 519-679-3957
Toll-Free: 1-888-890-3222

Conference Facility

LONDON CONVENTION CENTRE
300 York Street, London Ontario,
Canada N6B 1P8
Tel: 519-661-6200
Fax: 519-661-5990
Toll Free: 1-800-203-1992

Host Centre

London Regional Children's Museum
21 Wharncliffe Road South,
London, Ontario, N6J 4G5
Tel: 519-434-5726

Welcome Reception Shuttles

The Shuttle will run from the Delta London Armouries to the London Regional Children's Museum.

Shuttles will depart from the hotel at:
5:45 p.m., 6:15 p.m. and 6:45 p.m.

Shuttles will depart the from
London Regional Children's Museum at:
8:15 p.m., 8:45p.m. and 9:15 p.m.

Business Services

Information/Message Centre
Inquire at Registration Desk

Conference Attire

The conference attire is business casual.
For the Gala Dinner the attire is business.

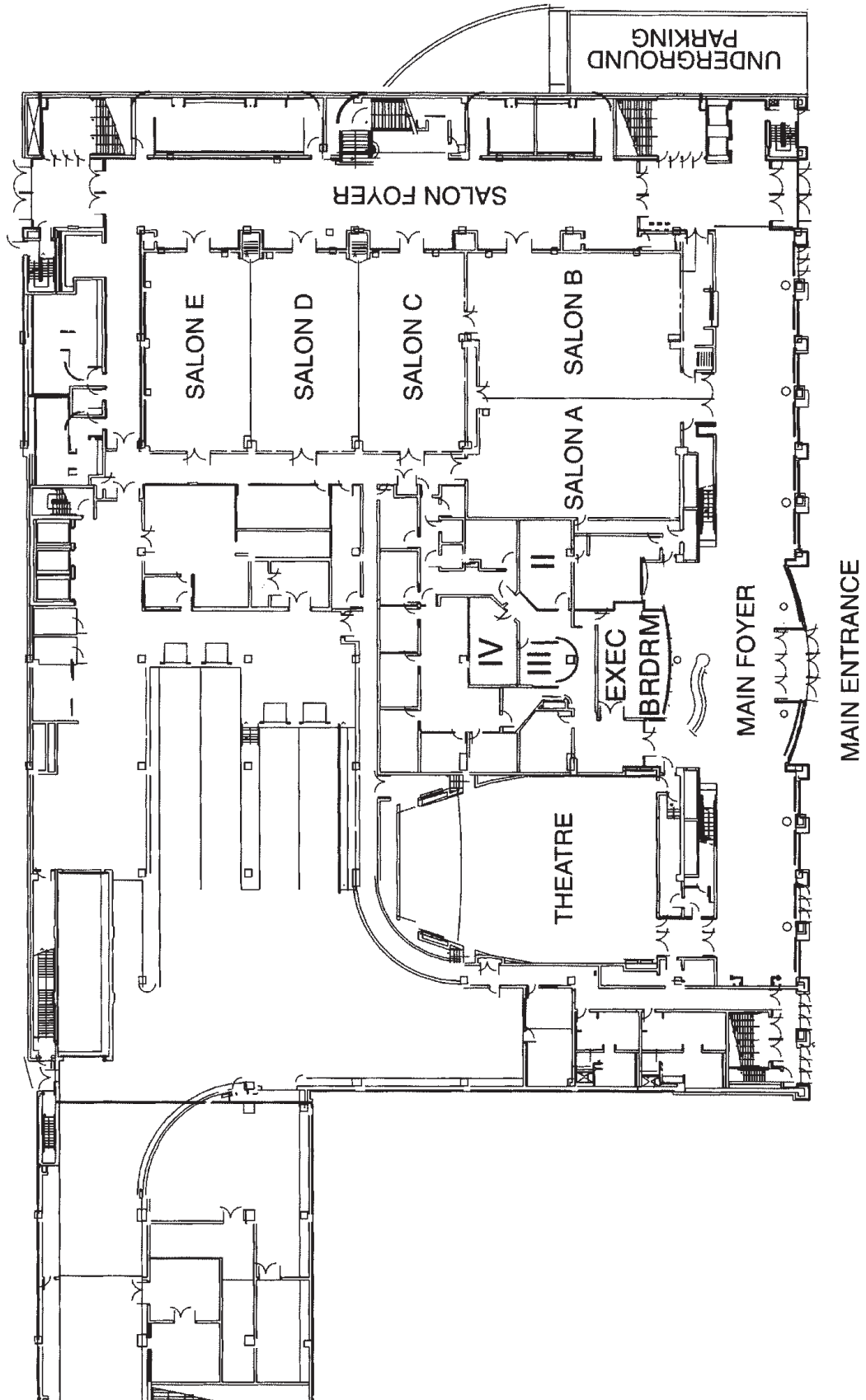
Trade Show participants



Trade Show Explorer Gallery (Salons A & B)

Booth Number	Company Name	Web Address
2	Canadian Heritage Information Network	www.chin.gc.ca/English/index.html
3	Canadian Institutes of Health Research	www.cihr.ca
1	Canadian Museum of Nature	www.nature.ca
4	Canadian Space Agency	www.space.gc.ca
15,20	Dinosaurs Unearthed	www.dinosaursunearthed.com
14	Evans & Sutherland	www.es.com
11	GSM Interactive	www.gsminteractive.ca
13	Hotrocket / Central Institute for Exploration	www.hotrocket.ca
12	International Polar Year	www.ipy-api.gc.ca
9	Learning Technologies Inc.	www.starlab.com
17	LEGO Canada Inc.	www.lego.com
7	Museum of Science & Nature	www.mnes.qc.ca
10	NRG! Exhibits	www.nrg-exhibits.com
18	Science North	www.sciencenorth.ca
8	SkyNews	www.skynews.ca
5	The Professional Institute of the Public Service of Canada	www.pipsc.ca
6	University of Western Ontario	www.uwo.ca

London Convention Centre Map



**Canadian Association
of Science Centres**

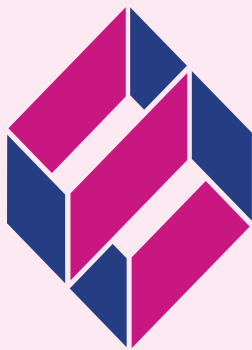
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