



energy
@thecentre

**CASC 2012 Annual
Conference – Ottawa, Ont.
May 3 to 5**



Canada
Aviation and
Space Museum

Musée de
l'aviation et de
l'espace du Canada



Canada 

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Message from the President

Welcome to the Canadian Association of Science Centres' (CASC) 10th Annual Conference! We are very excited to return to Ottawa with our conference hosts at the Canada Science and Technology Museums Corporation. Our conference hosts and our national Program team have planned a wonderful event that both shares and celebrates the cutting-edge work that is happening in science engagement and informal learning today.

Energy truly is at the centre of all we do. Over the past year, your Board has built teams and projects that will help us grow and sustain the association of over the long term. Our partners have endorsed new projects such as The W. Garfield Weston Foundation's Science in Canada's North Café Scientifique Series in support of that goal. And with CASC's new status as a charitable organization, your Board of Directors is actively seeking out new funding to help us bring new energy to the association's activities and projects.

It has been ten years since that first conference of the 'current era' took place at Science North. Since then, with the energetic support of many visionary leaders and supporters, CASC has contributed to building the profile, capacity, and resources of Canada's science centres and museums.

On behalf of the CASC Board of Directors, I wish to thank all of the organizers, sponsors, exhibitors and delegates who have come together to make this conference our most important national networking and professional development event.

Over the next few days, let's make the most of our energy to discuss how we can better serve CASC's mission; to inspire a creative and prosperous Canada through science and technology engagement.



Sincerely,

A handwritten signature in dark ink, appearing to read 'Dov Bercovici'.

Dov Bercovici
President, CASC

CASC Board of Directors 2011-2012

President: Dov Bercovici,
Discovery Centre

Vice-President: Catherine Paisley,
Ontario Science Centre

Treasurer: Sandra (Sandy)
Baumgartner, *Saskatchewan
Science Centre*

Secretary: David Desjardins,
Science East

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*TELUS World of Science-
Edmonton*

Director: Guylaine Archambault,
*Armand-Frappier Museum,
Biosciences Interpretation Centre*

Director: Thérèse Baribeau,
*Biosphère
Environment Museum*

Director: Eric Chisholm, *NRC
Herzberg Institute of Astrophysics*

Director: Guy Labine, *Science
North*

Director: Pierre Harvey,
*Sherbrooke Museum of Nature and
Science*

Director: Claude Faubert, *Canada
Science and Technology Museum*

Director: Claudette Leclerc, *The
Manitoba Museum*

Message from the President and CEO of the Canada Science and Technology Museums Corporation

Dear CASC Delegates :

On behalf of our Board of Trustees, staff and volunteers, I want to warmly welcome you to the milestone 10th Annual Conference of the Canadian Association of Science Centres, and to the three national museums of the Canada Science and Technology Museums Corporation: the Canada Agriculture Museum, the Canada Aviation and Space Museum, and Canada Science and Technology Museum. I'd also like to welcome you to Canada's Capital Region, which includes the cities of Ottawa and Gatineau. I hope that you will have time to take in many of the attractions that the Capital of Canada has to offer.

The conference theme is Energy @ the Centre. Energy lies at the heart of so much of what we do, day in and day out. I hope that the conference will help each of us discover how we can harness and direct our energies to develop new ideas, create new exhibitions and programs, engage more effectively with our visitors, and sustain or renew our organizations. The conference also affords valuable opportunities outside the formal sessions to make new contacts, to network, and to share ideas. Don't hesitate to use the contact information in the delegate list to get in touch during the conference and to stay connected afterward. I know I will.

We hope you enjoy the Conference and your visit to Ottawa. As your hosts, staff at our three museums are eager to make your time here both productive and enjoyable. Please feel free to ask members of our Conference organizing team, who are wearing special nametags, or any member of our staff for assistance. I look forward to meeting each of you during the Conference.



Sincerely,

A handwritten signature in cursive script that reads "Denise Amyot".

Denise Amyot
President and CEO

CASC 2012 Conference Partners

Lead partner:



Main partners:



Parlons énergie
Idées d'avenir pour le Canada



Key supporters:

THE W. GARFIELD WESTON
FOUNDATION



Thanks to:

Natural Sciences and Engineering Research Council of Canada

Canadian Museum of Nature

Program at a glance

(T) Simultaneous translation from English to French

Thursday, May 3

9:00 a.m. – 4:00 p.m.	CASC Board and Committee Meetings (by invitation) - Location: Albert at Bay Suite Hotel
12:30 p.m. – 4:30 p.m.	Pre-Conference Tour: Canadian Museum of Nature—Collections and Research Facility Location: Natural Heritage Building in Gatineau, Quebec
3:00 p.m. – 6:00 p.m.	Registration Location: Albert at Bay Suite Hotel – Front Lobby
6:15 p.m.	Bus to Canada Agriculture Museum Delegate bus pick up at Albert at Bay Suite Hotel
6:30 p.m. – 8:30 p.m.	Welcome Reception at the Canada Agriculture Museum
8:45 p.m.	Bus back to delegate hotel

Friday, May 4

Canada Science and Technology Museum

6:30 a.m.	Grab and Go Breakfast Location: Albert at Bay Suite Hotel - Front Lobby
7:30 a.m.	Bus to Canada Science and Technology Museum Delegate bus pick up at Albert at Bay Suite Hotel
8:00 a.m. – 4:30 p.m.	Registration Location: Front lobby
8:30 a.m. – 4:30 p.m.	Trade Show Location: Conference Hall

8:30 a.m. – 9:00 a.m.	<p>Opening Plenary - Keynote Address The Honourable Gary Goodyear Minister of State (Science and Technology) (Federal Economic Development Agency for Southern Ontario) Location: Auditorium (T)</p>
9:00 a.m. – 10:15 a.m.	<p>CONCURRENT SESSIONS</p> <ul style="list-style-type: none"> • Energy Conservation Can Feed your Programs Location: Classroom 8 • What The Big Bang Theory, Star Wars, and Psychology Today Can Teach Us About Working with Scientists - Location: Auditorium (T) • Sponsorship in Science Centres: Integrating Sponsors and Brands into the Museum Experience - Location: Classroom 5/6
10:15 a.m. – 10:45 a.m.	<p>Health Break – Location: Conference Hall</p>
10:45 a.m. – 12:00 a.m.	<p>CONCURRENT SESSIONS</p> <ul style="list-style-type: none"> • Marketing the Science Experience Location: Classroom 8 • Educational Partnerships: Which Type Might Work in Your Organization? Location: Auditorium (T) • Re-imagining Volunteer Program Operations Location: Classroom 5/6
12:00 p.m. – 1:30 p.m.	<p>Trade Show Luncheon Location: Conference Hall</p>
1:30 a.m. – 2:45 p.m.	<p>CONCURRENT SESSIONS</p> <ul style="list-style-type: none"> • App-ealing Opportunities for the Future Location: Auditorium (T) • Driving our Missions by Transforming our Volunteer Programs - Location: Classroom 5/6 • Inquiring into Inquiry - Location: Classroom 8
2:45 p.m. – 3:15 p.m.	<p>Health Break – Location: Conference Hall</p>
3:15 p.m. – 4:30 p.m.	<p>Keynote Speaker – Keynote Conversation with Dr. Alan Leshner - Location: Auditorium (T)</p>
4:40 p.m.	<p>Bus back to delegate hotel</p>
6:00 p.m.	<p>Bus from the hotel to the ByWard Market – Free Evening (<i>Note: Delegates will be responsible for getting themselves back to the hotel</i>)</p>

Saturday, May 5

Canada Aviation and Space Museum

7:30 a.m.	Bus to Canada Aviation and Space Museum Delegate bus pick up at Albert at Bay Suite Hotel
8:00 a.m. – 8:45 a.m.	Continental Breakfast What's New at Your Science Centre? Location: Main Theatre (T)
8:50 a.m. – 9:30 a.m.	Annual General Meeting - Location: Main Theatre
9:45 a.m. – 11:00 a.m.	CONCURRENT SESSIONS <ul style="list-style-type: none">• Beyond the Stage: Enhancing Science Through Theatre - Location: Main Theatre (T)• Words that Work: Powering your Science Prose for a New Era - Location: Classroom 1• Bridging the Gap between Field Trips and the Classroom - Location: Classroom 2
11:15 a.m. – 12:30 p.m.	CONCURRENT SESSIONS <ul style="list-style-type: none">• The Secret World of Teenagers Location: Main Theatre (T)• Data Decisions and the Visitor Location: Classroom 1• Spontaneous Moments of Science Location: Classroom 2
12:30 p.m. – 1:30 p.m.	Lunch – Location: Main Theatre
1:30 p.m. – 2:45 p.m.	CONCURRENT SESSIONS <ul style="list-style-type: none">• Social Media: An Outlet for Current Science? Location: Main Theatre (T)• Technologies for Increasing Audience Engagement - Location: Classroom 1• Geocaching, Twelve Years Later: I Came, I Searched, I Found! Now What? Location: Classroom 2
2:45 p.m. – 3:15 p.m.	Health Break – Location: Main Theatre

3:15 p.m. – 4:30 p.m.

CONCURRENT SESSIONS

- Technology, Energy, and Communications:
Pulling it all Together - **Location:** Classroom 1
- Super Science Clubs: Science for Inner-City
Schools - **Location:** Main Theatre (T)
- Engaging Through the Energy Crisis:
Maximizing Impact with Constrained Resources
Location: Classroom 2

4:40 p.m.

Bus back to delegate hotel

6:15 p.m.

Bus to Canada Aviation and Space Museum
Delegate bus pick up at Albert at Bay Suite Hotel

6:30 p.m. – 10:00 p.m.

Fly Me to the Moon Dinner and
CASCADE Awards

10:00 p.m.

Bus #1 back to delegate hotel

10:15 p.m.

Bus #2 back to delegate hotel

CASC Conference 2012 – Program Committee

SANDRA CORBEIL (CHAIR), Canada Science and Technology Museum

JOLEE ALBERTS, TELUS Spark

MELANIE CHECKERIS, Ontario Science Centre

KEITH C. MOORE B.SC., B.Ed., Johnson GEO CENTRE

JO-ANN COGGAN, Science World British Columbia , TELUS World of Science

SCOTT D. YOUNG, The Manitoba Museum, Winnipeg

MAUREEN HENDERSON, TELUS Spark

KAREN MATHESON, Science East

MARLA POLACHEK, TELUS Spark

KIMBERLY REYNOLDS, Canada Aviation and Space Museum

TRACY ROSS, CASC

Helpful Information

Delegates that have any questions or require assistance throughout the conference are asked to visit the CASC registration desk in the main lobbies of the Canada Science and Technology Museum and the Canada Aviation and Space Museum.

ADMISSION TO OUR MUSEUMS

Delegates interested in visiting the Canada Agriculture Museum, Canada Aviation and Space Museum or the Canada Science and Technology Museum will receive free admission by showing their delegate name badge.

INTERNET ACCESS

The Canada Science and Technology Museum and the Canada Aviation and Space Museum offers wireless internet access.

TAXI

Blueline Taxi – 613-238-1111

Capital Taxi – 613-744-3333

CITY HIGHLIGHTS

Ottawa Tourism website: <http://ottawatourism.ca>

CASC CONFERENCE HOTEL

Albert at Bay Suite Hotel

435 Albert St.

Ottawa, Ontario K1R 7X4

800-423-9088 or 613-238-8858

<http://albertabay.com>

BUSSING INFORMATION

A bus will be available to and from all conference activities including the evening social events on Thursday and Saturday. Friday after the conference there will be a drop-off option in the ByWard Market. Please see bus information in the “Program at a Glance”.

Hotel pick ups and drop offs at the Albert at Bay Suite Hotel only

CASC TRADE SHOW EXHIBITORS

Atomic Energy of Canada Limited (AECL)

AON

Canada Science and Technology Museums Corporation

Canadian Science Policy Conference

Dinosaurs Unearthed

Evans and Sutherland

Idéeclie Inc.

Minotaur Mazes

Multiversions Inc.

Lord Cultural Resources

Ontario Science Centre

Ocean Networks Canada

Stem Cell Network

Science North

Sherbrooke Museum of Nature and Science

Program Session Information

Note: Lunch and transportation is provided. Pick up at 8:00 a.m. and drop off at 4:00 p.m. at the Albert at Bay Suite Hotel

Wednesday, May 2

Special Pre-Conference Opportunity for CASC delegates - Tour of the AECL Chalk River Laboratories (No Cost)

8:00 a.m. – 4:00 p.m.

Owned by Atomic Energy of Canada Limited (AECL) and Chalk River Laboratories (CRL) is both a national research facility and an international production center for medical radioisotopes.

RL is one of the most complex laboratories in Canada, with activities ranging from services and development related to the nuclear industry, to other science areas such as physics, metallurgy, chemistry, biology, and engineering.

Chalk River Laboratories welcomes more than 200 professors, students and industrial researchers to its facilities each year to use the laboratories. Researchers use the reactors and other laboratories at CRL to analyze the properties of structural materials such as metals, alloys, polymers, biomaterials, glass, ceramics, films, cement and minerals.

Notes: Final selection of the collection areas on view will depend on CMN staff availability and on-going projects. As each collection area is uniquely fascinating, we are sure you will be inspired and enlightened, no matter which areas we see!

Thursday, May 3

Pre-Conference Tour: Canadian Museum of Nature—Collections and Research Facility

12:30 p.m. – 4:30 p.m.

Visit behind the scenes at the Canadian Museum of Nature's Collection and Research Facility, inside the Natural Heritage Building in Gatineau, Quebec. View specialized collection areas such as the National Herbarium, which contains over one million plant specimens; spectacular rocks and minerals in the Earth Sciences Collection; and incredible invertebrates!

Registration: \$30 plus HST

The Pre-Conference Tour package includes return shuttle from the hotel to CMN's facility, and a two-hour behind-the-scenes tour at the CMN Collections and Research Facility in Gatineau, Quebec.

Friday, May 4

Canada Science and Technology Museum

8:30 a.m. – 9:00 a.m.

Opening Plenary

Keynote Address

The Honourable Gary Goodyear
Minister of Stte (Science and Technology) (Federal Economic Development Agency for Southern Ontario)

Location: Auditorium (T)

9:00 a.m. – 10:15 a.m. CONCURRENT SESSIONS

Energy Conservation Can Feed your Programs

Location: Classroom 8

This multi-faceted panel discussion will explore the interplay between corporate-level business priorities, successful energy-management practices, and energy-retrofit projects at the Canada Science and Technology Museums Corporation. With an emphasis on how efficient energy management can help fund museum programming, the Corporation's Chief Operating Officer will discuss the business case and corporate strategies for its success in managing energy efficiency. Challenges and successes related to maximizing return on investment, while enhancing and maintaining the visitor experience, will also be explored. Specific energy-management strategies implemented at the Corporation's museums will be presented, alongside leading sustainability practices applicable to other science centres.

Session Leader/Presenter:

Fern Proulx, Chief Operating Officer, Canada Science and Technology Museums Corporation

Presenters:

Simon Aubin, Chief, Facilities Services, Canada Science and Technology Museums Corporation
Caroline Deslisle, Project Manager, MHPM Project Leaders
Daniel Gosselin, Senior Advisor, Sustainability, MHPM Project Leaders

What The Big Bang Theory, Star Wars, and Psychology Today Can Teach Us About Working with Scientists

Location: Auditorium (T)

Using examples from popular culture, this session places the “scientific personality” under the microscope and looks at ways of collaborating for better science communication. Session presenters will expose stereotypes; discuss the new exhibition Star Wars™ Identities, based on characters from the movie series; and conduct a live interview. Participants will see how to work with serious scientists in playful contexts. They will explore the challenges of adapting difficult content, discuss what makes scientists tick, and learn strategies to encourage scientists to talk. This session will conclude with The Seven Secrets of Successful Collaboration.

Session Leader/Presenter:

Carol Campbell, Interim Director, Exhibition Services, Canadian Museum of Nature

Presenters:

Michel Groulx, Manager, Research and Content, Montréal Science Centre

Suzie Leroux, Project Leader, Research and Adaptation, Montréal Science Centre

André Martel, Ph.D., Research Scientist, Canadian Museum of Nature

Sponsorship in Science Centres: Integrating Sponsors and Brands into the Museum Experience

Location: Classroom 5/6

Funding is a crucial issue for science centres. In the competitive world of brands and sponsors, customer experience is becoming the driving force. Discover how some sponsors are integrating their brands within science centres, providing visitor experiences that align with the centre's mission. This session will also present the pros and cons of various fundraising models, the secrets to successful fundraising, and fundamental differences between the needs of donors and sponsors.

Session Leader/Presenter:

Karine-Iseult Ippersiel, Officer, Alliance Marketing, Montreal Science Centre

Presenters:

Sheila Beaubien, Biology and Environmental Science Coordinator, Saskatchewan Science Centre

Dov Bercovici, President and CEO, Discovery Centre

10:45 a.m. – 12:00 p.m. CONCURRENT SESSIONS

Marketing the Science Experience

Location: Classroom 8

Inevitably, science centres and museums will be required to draw more revenues from market-based activities such as admission fees, sales, and sponsorships. Marketing strategies are key to all dimensions of the museum business, and affect the design, delivery, and promotion of exhibitions, programs, and activities. In this session, marketing leaders from various science centres will discuss their best practices, challenges, and strategies.

Session Leader/Presenter:

Yves St-Onge, Vice-President, Public Affairs and Marketing, Canada Science and Technology Museums Corporation

Presenters:

Jennifer Martin, President & CEO, TELUS Spark

Denise Amyot, President & CEO, Canada Science and Technology Museums Corporation

Jerome Dufour, Vice-President of Marketing, Old Port of Montreal

Educational Partnerships: Which Type Might Work in Your Organization?

Location: Auditorium (T)

Science centres regularly welcome students and teachers to their institutions. These visits are important attendance streams, and they help centres to fulfill their mandates. By aligning its goals and needs with those of the educational community, a science centre can transform itself from a simple destination to a focus for educational partnerships. This increases the science centre's relevance and sustainability within this key stakeholder group. In this session, three science centres present examples of partnerships they have developed with the educational community at the school, board, and ministry levels.

Session Leader/Presenter:

Catherine Paisley, Vice President, Science Education, Ontario Science Centre

Presenters:

Josee Duhaime, Director of Education, Montreal Science Centre
Karen Matheson, Director of Education, Science East

Re-imagining Volunteer Program Operations

Location: Classroom 5/6

How can we re-imagine our existing volunteer programs in ways that expand operational efficiency and capacity, while also improving the visitor experience? Should we hold formal interviews, or have informal meetings with prospective volunteers? Should we conduct workforce-wide or volunteer-specific training? Who should take a direct supervisory role when working with volunteers? How can we leverage the unique characteristics of adult and youth volunteers? These are only a few of the questions that will be discussed in this session. Discover how better and faster recruitment and selection practices, “onboarding” programs, training needs, and rewards/benefits programs can help redefine the way we look at volunteer engagement.

Session Leader/Presenter:

Nadim Kara, Director, Organizational Development, Science North

Presenters:

Tasha Denis, Organizational Development Coordinator, Science North
Cédric St-Amour, Coordinator, Volunteer Services, Canada Science and Technology Museums Corporation

1:30 a.m. – 2:45 p.m. CONCURRENT SESSIONS

App-ealing Opportunities for the Future

Location: Auditorium (T)

Mobile applications, or “apps”, are an excellent way to engage regular visitors and new audiences, by allowing them to focus on what they find personally relevant. Learn how some Canadian institutions have developed their own smartphone apps, weaving several different visitor-learning theories into their designs. Participants will then break into groups to

brainstorm the “One App to Bind Us All”—can we propose a CASC app for the use and benefit of all member institutions? Gain valuable time-saving information from “lessons learned” as we explore app design and implementation processes together.

Session Leaders/Presenters:

Sarah Wendorf, Web Editor, Science North
Walter Stoddard, Researcher/Programmer, Ontario Science Centre

Presenters:

Glenn Ogden, Senior Interpretive Planner, Canadian War Museum
Chris McLaren, CEO, Tristan Interactive
Marc Farmer, Web Redesign Manager, Royal Ontario Museum.

Driving our Missions by Transforming our Volunteer Programs

Location: Classroom 5/6

How can we better fulfill our missions in the face of funding challenges, changing visitor demographics, and competition? By re-imagining our volunteer programs. Corporations and associations are looking to partner with science centres in new and exciting ways, and effective volunteer programs can help to deepen these relationships. This session will focus on strategies for re-aligning volunteer programs in ways that fulfill revenue and mission objectives—such as coordinating efforts to reflect audience initiatives; creating teen advisory groups; and expanding the roles of highly skilled volunteers. Participants will explore volunteerism in unionized and non-unionized settings, as well as in large and small urban centres.

Session Leader/Presenter:

Nadim Kara, Director Organizational Development, Science North

Presenter:

Catherine Paisley, Vice-President, Science Education, Ontario
Science Centre

Inquiring into Inquiry

Location: Classroom 8

Many people say that they are doing inquiry-based activities, but not everyone defines inquiry-based learning in the same way. There are many definitions, which can be overwhelming for newcomers to this topic. From cookbook science to more open-ended activities, inquiry is all in the delivery. In this session, participants will discuss the essential elements of inquiry, explore an inquiry continuum, and carry out an inquiry-based activity. Be prepared to get your hands dirty!

Session Presenters:

Michael Edwards, Director of Programming, Science East
Karen Matheson, Director of Education, Science East

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3:15 p.m. – 4:30 p.m.

Keynote Conversation with Dr. Alan Leshner

Location: Auditorium (T)

Join a conversation exploring how you can energize your communication with visitors, stakeholders, and content partners such as scientists. Alan Leshner will share his insights as a scientist-communicator on how we can best foster effective collaboration and communication between scientists, engineers, and the general public.

Alan I. Leshner
Chief Executive Officer, American Association for the Advancement
of Science
Executive Publisher, *Science*

Saturday, May 5

Canada Aviation and Space Museum

8:00 a.m. – 8:45 am

What's new at your Science Centre?

Location: Main Theatre

Come enjoy a continental breakfast and take the opportunity to tell your colleagues what is new at your science centre in this fast-paced, rapid-fire session.

8:50 a.m. – 9:30 a.m.

Annual General Meeting

Location: Main Theatre

9:45 a.m. – 11:00 a.m. CONCURRENT SESSIONS

Beyond the Stage: Enhancing Science Through Theatre

Location: Main Theatre (T)

Live demonstrations are a mainstay of many science centre stages, but are there other opportunities for these spaces? TELUS World of Science Edmonton has produced live theatre on its stages with Dr. Agar and the Halloween Science Show. This has proven highly popular with audiences. Join us as we examine the successes and pitfalls involved in creating and staging theatrical presentations. Can theatre help science centres reach new audiences? What makes for an enjoyable and engaging experience? Where is the line between science education and entertainment? Bring your creative ideas to help us explore these questions.

Session Leaders/Presenters:

Jo-Ann Coggan, Manger, Science World at TELUS World of Science
Jolee Alberts, Supervisor, TELUS Spark
Catherine Harris, Manager of Hosts, Ontario Science Centre
Vance Avery, Science Presentation Specialist, TELUS World of
Science - Edmonton

Words that Work: Powering your Science Prose for a New Era

Location: Classroom 1

Should real-time communication and the ultra-short attention span of the Twitter Generation change the way that we view written communication about science? Which principles still work? What needs to evolve? This provocative roundtable workshop offers a mix of practical lessons, debate, and hands-on creation with a range of experts. Session participants will receive useful, relevant tools for crafting effective science copy for multiple formats and audiences. They will also gain insights into (re)organizing the copy development process at their own institutions—whether texts are created internally or externally.

Session Leader/Presenter:

Daryl Gray, Senior Science Writer/Editor, Science Communication, Ontario Science Centre

Presenters:

Margret Brady-Nankivell, Freelance Science Journalist, former Programmes & Communications Manager, British Council Canada
Kathryn O'Hara, Associate Professor & CTV Chair in Science Broadcast Journalism, Carleton University
Devon Hamilton, Director of Content, TELUS Spark

Bridging the Gap between Field Trips and the Classroom

Location: Classroom 2

Many museums and science centres have spent countless hours developing resources to complement field trips. Unfortunately, research shows that many teachers do not use these resources. How can we create materials that link what students are learning in the classroom to what they will experience at your science centre? In this workshop, participants will discover how to create engaging and relevant pre- and post-visit resources. We will discuss how to energize and reinvent worksheets to get the most out of gallery exploration. Bring your existing worksheets and/or teacher resources to the workshop, and leave with ideas on how to make them more meaningful for students and teachers alike.

Session Leader/Presenter:

Josée Lebel, Executive Director, Beyond the Blackboard Educational Consulting

11:15 a.m. – 12:30 p.m. **CONCURRENT SESSIONS**

The Secret World of Teenagers

Location: Main Theatre (T)

Think back, way back—do you remember being a teenager? Did you go to museums? What will bring teens to your museum today? In this session, presenters from inside and outside the museum field will share their understanding of the teen audience. In the process, a list of points to consider will be scripted and shared with participants. Session topics will include discussion of two exhibitions at the Montreal Science Centre—*Music, and Sex: A tell-all Exhibition*—as well as the Ontario Science Centre’s Weston Family Innovation Centre, the Ottawa Public Library’s Teen Program, and the Open Studio at TELUS Spark.

Session Leader/Presenter:

Louise-Julie Bertrand, Manager, Development and Production,
Centre des Sciences de Montréal

Presenters:

Brigitte Belleville, Project Leader, Montreal Science Centre
Christine Chevalier, Teen Librarian, Ottawa Public Library
Devon Hamilton, Director Content, TELUS Spark
Walter Stoddard, Researcher – Programmer, Ontario Science Centre

Data Decisions and the Visitor

Location: Classroom 1

There is generally a great deal of visitor-related data floating around our offices— visitor comments, attendance numbers, financial statements, feedback from members and front-line staff, tweets, blogs and Facebook posts. What happens when you try to make sense of it all? Does it seem like more trouble than it’s worth? Are all forms of data equal? Do you have any strategies for approaching visitor information? This session will begin with roundtable leaders sharing some of their own strategies for managing information overload, helping you to make practical decisions about where to focus your attention.

Lead Presenters/Moderators:

Gabrielle Trepanier, Audit and Evaluation Officer, Canada Science
and Technology Museums Corporation
Marie-Sophie Desaulniers, Manager, Visitor Experience, Programs
and Special Events, Canada Agriculture Museum

Spontaneous Moments of Science

Location: Classroom 2

Developing demonstrations that present varied subject matter to diverse audiences can be challenging. Although it is common practice to engage audiences by using the latest technologies, it is important to remember that science is everywhere. Interesting subject matter can be drawn from basic objects to engage audiences and teach real-life science. This session is certain to inspire you as you work with others to develop a short science demonstration using everyday “mystery” materials. You will come away with great ideas for new ways of educating and entertaining visitors in your own spontaneous moments of science.

Session Leader/Presenter:

Julie Fisowich, Manager of Education, Saskatchewan Science Centre

Presenters:

Michael Edwards, Director of Programming, Science East
Mike Jensen, Planetarium/Science Gallery Programs Supervisor, The
Manitoba Museum

1:30 p.m. – 2:45 p.m. CONCURRENT SESSIONS

Social Media: An Outlet for Current Science?

Location: Main Theatre (T)

So you've found some interesting current science content... Do you want to use social media to share it with your audience, and to attract new visitors? In this lively workshop, participants will work in small groups, designing a strategy to present a current science topic by means of a social media platform. Social-media experts will be on hand to provide some ideas and approaches, share best practices, and provide tips and feedback.

Session Leaders/Presenters:

Walter Stoddard, Researcher/Programmer, Ontario Science Centre

Presenters:

Karen Bennett, Vice President, Client Services, Delta Media
Amy Henson, Staff Scientist, Science North
Mathieu Ranger, Science Communicator and Social Media
Enthusiast
Marc Ladouceur, Information Systems Analyst, Canada Science and
Technology Museum Corporation

Technologies for Increasing Audience Engagement

Location: Classroom 1

Science centres work hard to provide engaging, interactive experiences for of their audiences. While presentations in auditorium-style spaces can be engaging, their interactivity is usually limited to the volunteers selected to assist with demos. Not everyone can be selected. How can we increase the scope of interactivity in these spaces to include everyone? This session will explore technologies that science centres have used to increase engagement. Clickers will be used in the session to demonstrate how one science centre is tackling this issue.

Session Leader/Presenter:

Allan Busch, Senior Advisor, Product Information, Ontario Science
Centre

Geocaching, Twelve Years Later: I Came, I Searched, I Found! Now What?

Location: Classroom 2

Geocaching, a form of high-tech scavenger hunt, has been around for over 12 years. Although it has evolved over time, geocaching's appeal is still very strong, and its connection with the world of science centres is more relevant than ever. This hands-on workshop will highlight ways to integrate geocaching into education and public programming.

Session Leader/Presenter:

Jacques Bourgeois, Events, Marketing and Promotion, Oak Hammock Marsh Interpretive Centre

3:15 p.m. – 4:30 p.m. CONCURRENT SESSIONS

Technology, Energy, and Communications: Pulling it all Together

Location: Classroom 1

Your members are a vital element of your audience. They engage with you, advocate for you, and contribute to your overall reach. Rapid advances in accessible Internet and social media make it crucial to stay ahead of the trends—keeping your visitors and members “in the know” about your centre. This session will look at how membership programs were administered in the past, contrasted with current trends and practices. Participants will explore ways of using technology to engage with members, while reducing the amount of time, energy, and expense involved.

Session Leader/Presenter:

Fraser McDonald, Manager, Membership Program, Canada Science and Technology Museums Corporation

Super Science Clubs: Science for Inner-City Schools

Location: Main Theatre (T)

Super Science Club (SSC) is an after-school program that provides interactive activities to inner-city elementary students. The program's structure engages teachers and families in student development with curriculum-connected resources, home-based activities, and a family membership for each participant. To achieve our mission we have expanded beyond the limits of direct delivery, supporting others in facilitating SSC. This session will provide an overview of SSC and explore the pilot project's expansions.

Lead Presenter:

Stephanie Puleo, Program Specialist, Community Engagement, Science World at TELUS World of Science

Engaging Through the Energy Crisis: Maximizing Impact with Constrained Resources

Location: Classroom 2

With limited budgets, how can we ensure that frontline staff have the greatest impact on the visitor experience? Striking a balance between large-scale stage demonstrations, small group workshops, and one-on-one interactions is increasingly challenging. Do we have to choose between pure science engagement and basic customer care? Whether your floor is staffed by volunteers, part-timers or full-time science communicators, everyone is trying to do more with less. How should we prioritize our resources? What is working? What do your visitors say they want? Join colleagues from across Canada to share best practices and brainstorm new approaches.

Session Leader/Presenter:

Catherine Harris, Manager of Hosts, Ontario Science Centre

Presenters:

Amy Henson, Staff Scientist, Science North



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