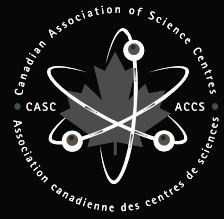


RISK CASC  
2013



CASC / ACCS

TELUS  
**Spark\***



HOW FAR  
WILL YOU  
**GO?**

Canadian Association of Science Centres  
11<sup>th</sup> Annual Conference | Calgary, Alberta | June 13 - 15

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## THANK YOU TO OUR GENEROUS SPONSORS



THE W. GARFIELD WESTON  
FOUNDATION

## MESSAGE FROM THE PRESIDENT

On behalf of the Canadian Association of Science Centres (CASC), welcome to our 2013 Annual Conference, RISK. We are very excited to be in Calgary on the site of Canada's newest science centre, TELUS Spark. Our conference hosts at TELUS Spark and our national program team have again planned a wonderful event that includes inspiring learning sessions, engaging social events and an opportunity to celebrate the cutting-edge work that is happening in science engagement and informal learning today.

CASC is dedicated to building capacity for its members. This year, with the support of The W. Garfield Weston Foundation, we actioned this goal when the CASC funded 13 Café Scientifiques across Canada on a variety of topics related to science in Canada's North. I'm pleased that the funding has been renewed for a second year and encourage your organization to apply.

Thank you so much to all of the organizers, sponsors, exhibitors and delegates who have come together here to make this conference, our most important national networking and professional development event.

Over the next few days, we look forward to our discussions that will take place before, during and after conference activities regarding how we can take risks to serve our mission; To inspire a creative and prosperous Canada through science and technology engagement.



Sincerely,

A handwritten signature in black ink that reads "Paisley". The signature is fluid and cursive, with a period at the end.

Catherine Paisley  
Ontario Science Centre

## CASC BOARD OF DIRECTORS 2012 - 2013

**President:** Catherine Paisley,  
Ontario Science Centre

**Vice-President:** David Desjardins,  
Science East

**Treasurer:** Sandy Baumgartner,  
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**Secretary:** Guy Labine,  
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**Past President:** Dov Bercovici,  
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Frappier Museum, Biosciences  
Interpretation Centre

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Museum

**Director:** Claudette Leclerc,  
The Manitoba Museum

**Director:** Jennifer Martin,  
TELUS Spark

**Director:** Bryan Tisdall,  
Science World at TELUS  
World of Science

## MESSAGE FROM THE PRESIDENT & CEO, TELUS SPARK

Hello! I'd like to warmly welcome you to the 2013 Canadian Association of Science Centres Conference, at TELUS Spark, the New Science Centre!

On behalf of our Board, staff and volunteers, we are happy to host in Calgary, Alberta. While visiting this dynamic city, we hope that you will have time to explore the region and take in the beautiful Rocky Mountain landscape and the Alberta Badlands.

The CASC 2013 Conference is an exploration of RISK. We will discover how we can learn and grow as an industry to ensure we thrive and remain relevant in our communities now and for the future. We will ask the question of ourselves; how far will we go?

I hope that this conference inspires attendees both personally and professionally through skill-building, collaboration, sharing innovative practices, processes and strategies, while strengthening relationships and connections across our field and creating opportunities for deep conversations, reflections and feedback on successes and failures that will strengthen us all.

There are over 20 conference sessions to choose from, each showcasing experiences from our industry peers, a variety of networking opportunities, insightful workshops, provocative speakers, behind-the-scenes access to TELUS Spark's operations, programs and teams.

As TELUS Spark is embarking on our second full year of operations, we couldn't be more excited to host the 11<sup>th</sup> Annual CASC Conference. A conference like this could not be possible without the support and generosity of a number of sponsors, trade show exhibitors, speakers, delegates and volunteers. Thank you to all who have made CASC 2013 possible.

As your hosts, we are eager to make your visit with us valuable and enjoyable. The science centre industry is one of supportive collaboration and learning, and I am inspired to be part of this community.



Sincerely,

A handwritten signature in black ink, appearing to read 'Jennifer Martin'.

Jennifer Martin  
President & CEO, TELUS Spark

## HELPFUL INFORMATION

Delegates that have any questions or require assistance throughout the conference are asked to visit the CASC registration desk in the main lobby.

### ADMISSION TO TELUS SPARK

Delegates interested in visiting TELUS Spark will receive free admission by showing their delegate name badge to the Front of House team.

Delegates interested in viewing an *HD Digital Dome Theatre* show will need to pick-up a ticket from the conference registration desk in the main lobby.

### INTERNET ACCESS

TELUS Spark offers wireless internet access throughout the facility.

### GETTING AROUND CALGARY

- **Checker Yellow Cabs** – 403-299-9999
- **Associated Taxi** – 403-299-1111

### CITY HIGHLIGHTS

#### Tourism Calgary

[www.visitcalgary.com](http://www.visitcalgary.com)

### CASC CONFERENCE HOTEL

#### The Sheraton Cavalier Calgary Hotel

2620 – 32nd Avenue NE

Calgary, Alberta

T1Y 6B8

403-291-0107

[www.sheratoncavaliercalgary.com](http://www.sheratoncavaliercalgary.com)

## STAY CONNECTED

### TWEET @ TELUS\_SPARK #CASC2013

Join the discussion on LinkedIn at  
[Sparkscience.ca/CASC2013](http://Sparkscience.ca/CASC2013)

### BUSSING INFORMATION

A bus will be available to and from all conference activities including the evening social events on Thursday and Saturday. The bus schedule is listed in the section of this booklet titled "Program at a Glance".

**\*Hotel pick ups and drop offs at The Sheraton Cavalier Calgary Hotel only\***

### CONFERENCE OVERVIEW & THEME

We have all been faced with that 'big risk' – the huge jump between what you would normally do and what you have the potential to achieve.

The CASC 2013 Conference is an exploration of RISK. From the extraordinary potential inherent in the decision to take a calculated risk to the courage and confidence risk taking requires; from the planning, execution and evaluation a risk demands to the ultimate impact risk-taking can have, this three-day conference will delve deeply into how science centres and museums address, leverage and mitigate risk.

## PROGRAM AT A GLANCE

### THURSDAY JUNE 13

<b>12:30 pm – 4:30 pm</b>	Pre-Conference Workshop: Resources for Risk Taking <i>Location: Prototype Lab, Level 2, TELUS Spark</i>
<b>3:00 pm – 5:00 pm</b>	Registration <i>Location: The Sheraton Cavalier Calgary Hotel Front Lobby</i>
<b>5:00 pm – 5:30 pm</b>	First Time Attendees Welcome <i>Location: The Sheraton Cavalier Calgary Hotel Front Lobby</i>
<b>5:30 pm &amp; 5:45 pm</b>	Bus to TELUS Spark <i>Delegate bus to pick up at The Sheraton Cavalier</i>
<b>6:00 pm – 6:30 pm</b>	Welcome Reception at TELUS Spark <i>Location: Dome Lobby</i>
<b>6:30 pm – 7:00 pm</b>	Opening Plenary with Special Guest Baba Brinkman <i>Location: Feature Gallery</i>
<b>7:00 pm – 10:00 pm</b>	Adults Only Night & Trade Show
<b>9:30 pm &amp; 10:00 pm</b>	Bus back to delegate hotel

#### CASC CONFERENCE 2013 – PROGRAM COMMITTEE

**Amber Didow**, CASC

**Tracy Ross**, CASC

**Jolee Coulter (Chair)**, TELUS Spark

**Diane Greenwood**, TELUS Spark

**Peter Gulka**, TELUS Spark

**Linda Heimlich**, TELUS Spark

**Maureen Henderson**, TELUS Spark

**Marla Polachek**, TELUS Spark

**Barry Thorson**, TELUS Spark

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

**Sandi Dixon**, Okanagan Science Centre

**Melanie Checkeris**, Ontario Science Centre

**Julie Fisowich**, Saskatchewan Science Centre

**Jennifer Pink**, Science North

**Jo-Ann Coggan**, Science World at TELUS World of Science

## FRIDAY, JUNE 14

7:30 am	Bus to TELUS Spark <i>Delegate bus to pick up at The Sheraton Cavalier</i>
7:30 am – 6:00 pm	Registration at TELUS Spark <i>Location: Main Lobby</i>
7:30 am – 6:00 pm	Trade Show <i>Location: Feature Gallery South</i>
7:45 am – 8:45 am	What's New at Your Science Centre Breakfast <i>Location: Feature Gallery North</i>
9:00 am – 10:15 am	<b>Concurrent Sessions</b> *Managing the Money: Making Ends Meet <i>Location: Studio 3, Level 2</i>  *Best Practices on Leadership Development in Our Community <i>Location: Presentation Theatre</i>  *Don't Reinvent the Wheel <i>Location: Studio 1, Level 2</i>
10:15 am – 10:45 am	Creativity Break – <i>Location: Feature Gallery South</i>
10:45 am – 12:00 pm	<b>Concurrent Sessions</b>  *Effectiveness and Reliability: A Great Idea, But Will It Work? <i>Location: Studio 3, Level 2</i>  *Breaking Bad: Letting Go of the Deceptively Risky Status Quo <i>Location: Presentation Theatre</i>  *Risk Equals Reward: Why You Should Consider Trying Something New (as soon as possible) <i>Location: Studio 1, Level 2</i>

## FRIDAY, JUNE 14 (CONTINUED)

12:00 pm – 1:30 pm	Trade Show Luncheon <i>Location: Feature Gallery</i>
1:30 pm – 2:45 pm	<p><b>Concurrent Sessions</b></p> <p>*Creatively Sourcing Program Materials &amp; Services from External Partners <i>Location: Digital Media Studio</i></p> <p>*Empowering Volunteers and Fostering Change to Create a Culture of Innovation <i>Location: Studio 3, Level 2</i></p> <p>*Risking to Learn <i>Location: Studio 1, Level 2</i></p>
2:45 pm – 3:15 pm	Collaboration Break <i>Location: Feature Gallery South</i>
3:15 pm – 4:30 pm	Keynote Speaker – Jay Ingram & The Enchanted Loom <i>Location: Presentation Theatre</i>
4:45 pm – 5:40 pm	Flight of the Butterflies Sneak Preview <i>Location: HD Digital Dome Theatre</i>
5:00 pm	Bus back to delegate hotel
6:00 pm	Bus back to delegate hotel



## SATURDAY, JUNE 15

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**7:30 am** Bus to TELUS Spark for Annual General Meeting  
*Delegate bus to pick up at The Sheraton Cavalier*

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**7:45 am – 8:15 am** Annual General Meeting  
*Location: Presentation Theatre*

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**8:15 am** Bus to TELUS Spark  
*Delegate bus to pick up at The Sheraton Cavalier*

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**8:30 am – 9:30 am** Pancake Hoedown  
*Location: Outdoor Terrace*

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**9:45 am – 11:00 am** **Concurrent Sessions**

- \*How to Manage Up  
*Location: Studio 3, Level 2*
- \*A Programming Paradox – Offerings Linked to Unexpected Curriculum  
*Location: Studio 1, Level 2*
- \*Demo Showcase  
*Location: Presentation Theatre*

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**11:15 am – 12:30 pm** Let's Talk – An Opportunity to Engage in or Host Informal Discussions on Hot Topics  
*Location: Feature Gallery South*

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**12:30 pm – 1:30 pm** Lunch  
*Location: Feature Gallery North*

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**SATURDAY, JUNE 15 (CONTINUED)**

1:30 pm – 2:45 pm	<b>Concurrent Sessions</b>
	<p>*Experiences in Rebranding and Reaching New Audiences <i>Location: Studio 1, Level 2</i></p> <p>*The Risks and Rewards of Recruiting <i>Location: Studio 3, Level 2</i></p> <p>*The Campus Connection: Collaborations Between Science Centres and Universities <i>Location: Presentation Theatre</i></p>
2:45 pm – 3:15 pm	<p>Courage Break <i>Location: Feature Gallery South</i></p>
3:15 pm – 4:30 pm	<p><b>Concurrent Sessions</b></p> <p>* The Chicken or The Egg: How to Rally Partners to a Major Project When Each is Waiting for the Others to Commit? <i>Location: Studio 1, Level 2</i></p> <p>* Investing in New Employee Engagement and Morale Using Customized New Hire Programs <i>Location: Studio 3, Level 2</i></p> <p>* Science Centre Gamer? Risk of the Game <i>Location: Presentation Theatre</i></p>
4:40 pm	<p>Bus back to delegate hotel</p>
6:15 pm	<p>Bus to TELUS Spark <i>Delegate bus to pick up at The Sheraton Cavalier</i></p>
6:30 pm – 10:00 pm	<p><i>Carpe Noctem</i> CASCADE Awards Dinner Closing Remarks – Anthony (Bud) Rock – CEO, ASTC <i>Location: TELUS Spark</i></p>
10:00 pm	<p>Bus back to delegate hotel</p>
10:30 pm	<p>Bus back to delegate hotel</p>

## PROGRAM SESSION INFORMATION

### THURSDAY, JUNE 13, 2013

**12:30 p.m. – 4:30 p.m.**

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#### **Pre-Conference Workshop: Resources for Risk-taking**

***Location: Prototype Lab, Level 2***

How do you know when you're really taking a risk? Your body will tell you. Your heart may race. Your palms may sweat. You may find yourself experiencing that nervous feeling at the pit of your stomach. Whether you're feeling a slight surge of adrenaline or verging on a panic attack, risk calls you to pay special attention.

The fact is that not all risks are equal, and some ways of failing are truly smarter than others.

It takes some 3,000 raw ideas to yield just one success and only 6 percent of successes turn out to have high impact, which means that there's a 99.998 percent chance the idea that just popped into your head won't create really big value. And yet, so many individuals and organizations put everything they have behind their rawest hunches only to realize later they've spent huge amounts of time and money on a pretty average idea.

That can change.

This eye-opening session will introduce techniques to support risk, research on risk and failure, from the world of business and social entrepreneurship, and provide practical tools and a powerful lens through which you'll begin to look differently at everything you do. You'll see how a deliberate and back-to-basics approach to idea generation can help you help your organization get out of the idea rut and beat the odds.

Enjoy a streamlined piloting-camp experience and a behind-the-scenes, no-holds-barred tour of TELUS Spark's *Being Human Gallery* and the development of its exhibits.

- Katherine Ziff  
Director, Exhibits and Programs, TELUS Spark
- Alex Bruton  
Associate Professor, Innovation and Entrepreneurship, Mount Royal University

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**FRIDAY, JUNE 14, 2013****7:45 a.m. – 8:45 a.m.****What's New at Your Science Centre? – Location: Feature Gallery North**

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

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**CONCURRENT SESSIONS: 9:00 a.m. – 10:15 a.m.****Managing the Money: Making Ends Meet – Location: Studio 3, Level 2**

Investigate the risk behind creating amazing galleries! Risk can take on many forms, and in the first of these two connected sessions we will look at the risks related to the development of new exhibit galleries. Let's investigate the risk and the management of four aspects of risk: Revenue, Cost, Effectiveness, and Reliability.

**Session Leader/Presenter:**

Phil Aldrich, Principal, AldrichPears Associates

**Presenters:**

Steve Baker, Chief Operating Officer, TELUS World of Science Edmonton

David Hall, Principal, Economic Planning Group

Ian McLennan, Principal, Ian McLennan Consulting

**Best Practices on Leadership Development in Our Community – Location: Presentation Theatre**

Leadership development is a hot topic in the science centre community, but choosing the right program and approach for your team can be a challenge. Science North and TELUS Spark will share two different aspects and approaches to leadership development. Further discussion will explore the risks and rewards linked to a wide array of leadership development opportunities.

**Session Leader/Presenter:**

Nadim Kara, Director, Organizational Development, Science North

**Presenter:**

Seanna Pickard, Director, Human Resources, TELUS Spark

**Don't Reinvent The Wheel – Location: Studio 1, Level 2**

As more and more emphasis is placed on inquiry-based science, there has to be an inevitable shift on focus in our facilities towards this. Yet every science centre already has a wealth of activities, which have proven to be effective for years and there is usually some reluctance to simply discard them. There really is no need to reinvent the wheel – most activities can be modified in order to "open them up" and bring them in line with inquiry-based science guidelines. This session will give practical examples of how to do this, and give participants the chance to try their hand at it too!

**Session Leader/Presenter:**

Michael Edwards, Director of Programming, Science East

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

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### **Effectiveness and Reliability: A Great Idea, But Will It Work? – Location: Studio 3, Level 2**

Risk is a natural part of the creative process! In the second of two connected sessions we will continue to look at the risk related to the development of new exhibit galleries. We continue to delve into and investigate the risk and the management of four aspects of risk: Revenue, Cost, Effectiveness, and Reliability.

**Session Leader/Presenter:**

Phil Aldrich, Principal, AldrichPears Associates

**Presenters:**

Dov Bercovici, Executive Director, Discovery Centre, Halifax

Jessica Doig, Vice President, NGX Interactive

### **Breaking Bad: Letting Go of the Deceptively Risky Status Quo – Location: Presentation Theatre**

The first of a two-part presentation on how science centres across Canada and the U.S. are looking for new and innovative ways to engage visitors in science. Science centres are taking risks by challenging visitors to take their own risks and learn about science, technology, engineering, arts and math through new ways of exploration. Here we look at two organizations, TELUS Spark in Calgary and Spark!Lab of the Smithsonian Institute in Washington. Both have embraced new philosophies, and in doing so, both organizations are utilizing their staff and volunteers in new and exciting ways!

**Session Leader/Presenter:**

Sandy Bray, Manager, Volunteer Resources, TELUS Spark

**Presenters:**

Steven Madewell, Interpretive Exhibits Coordinator, Lemelson Center for the Study of Invention and Innovation, Smithsonian Institution

Mercedes Rivero, Coordinator, Volunteer Resources, TELUS Spark

Greg Stein, Facilitator 3, TELUS Spark

### **Risk Equals Reward: Why You Should Consider Trying Something New (as soon as possible) – Location: Studio 1, Level 2**

Embarking into uncharted territory can feel risky! By nature, risk-taking within our institutions can introduce costs, variability, unpredictability, and the very real possibility of failure – yikes! However, the risk more than often equals the reward. Our goals for this session are twofold: first, to discuss our key learnings from our failures and successes through program conception, evolution and long-term implementation strategies. Secondly, we will discuss the cultural attitudes that have supported and promoted on-going experimentation and created space for staff and visitors to take risks.

**Session Leader/Presenter:**

Claudia Bustos, Former Public Programmer, TELUS Spark

**Presenters:**

Cynthia Iburg, Senior Educator, Canadian Museum of Nature

Dana Murchison, Staff Scientist, Science North

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

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**Creatively Sourcing Program Materials & Services from External Partners – Location: Digital Media Studio**

You've got a lot to offer! Through leveraging elements, including visibility in the community, brand alignment, professional development opportunities, an outreach forum, and in-kind advertising, there is a lot science centres can offer as compensations for goods and services from external programming partners. While it can be risky for the organization's reputation, and test relationships already built with external partners, asking for support can have much more than monetary rewards. Session leaders will use concrete examples of how they successfully acquired support from external partners without direct financial compensation, and share lessons learned along the way.

**Session Leader/Presenter:**

Stephanie Nemcsok, Public Programmer, TELUS Spark

**Presenter:**

Claudia Bustos, Former Public Programmer, TELUS Spark

**Empowering Volunteers and Fostering Change to Create a Culture of Innovation – Location: Studio 3, Level 2**

This is a continuation of a two-part presentation on how science centres across Canada and the U.S. are looking for new and innovative ways to engage visitors in science. Through interactive and practical activities, group discussion and more, we'll explore how encouraging volunteers to take risks in the recruitment process can lead to fulsome engagement of staff, volunteers and a deeper level of commitment and retention.

**Session Leader/Presenter:**

Sandy Bray, Manager, Volunteer Resources, TELUS Spark

**Presenters:**

Steven Madewell, Interpretive Exhibits Coordinator, Lemelson Center for the Study of Invention and Innovation, Smithsonian Institution

Mercedes Rivero, Coordinator, Volunteer Resources, TELUS Spark

Greg Stein, Facilitator 3, TELUS Spark

## **Risking to Learn – Location: Studio 1, Level 2**

Learning is risky! It requires a step into the unknown and being willing to accept the results. The risks involved in learning differ for everyone depending on age, learning style and many other factors. Science centres have the unique ability to build controlled risk-taking environments and subsequently inspire learning. Learn how we take risks to allow learning and encourage the “risk” to be open to learning: you’ll be challenged to a “surprise” controlled risky situation that may be silly, messy or wild (but definitely fun!) so take a risk and come learn!

### **Session Leader/Presenter:**

Rebecca Hay, Science Education Coordinator, Saskatchewan Science Centre

### **Presenters:**

Sheila Beaubien, Public Programs Coordinator, Saskatchewan Science Centre  
Mike Jensen, Planetarium and Science Gallery Programs Supervisor,  
The Manitoba Museum

## **KEYNOTE SESSION: 3:15 p.m. – 4:30 p.m.**

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*Presented by The Association of Professional Engineers and Geoscientists of Alberta*

### **Jay Ingram & The Enchanted Loom – Location: Presentation Theatre**

“The Giant Walk Through Brain” - Jay Ingram will take the audience on a visual and musical tour through the brain. Part of a bigger concept album they are working on, Jay and his band will give the audience a sample of a collaborative creative project including medical animators and musicians, and discuss risk-taking in science communication at the end of the show.

## **FLIGHT OF THE BUTTERFLIES PREVIEW 4:45 p.m. – 5:40 p.m.**

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*Presented by Evans & Sutherland*

### **A Sneak Preview – Location: Dome Theatre**

Be immersed by hundreds of millions of beautiful Monarch butterflies in full dome digital format as they soar above and around you on the *HD Digital Dome Theatre* screen. Through breathtaking Giant Screen technology, this true story tells the compelling adventure of a Canadian scientist who devoted his life to tracking the epic migration patterns of the delicate Monarch butterfly.

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## SATURDAY, JUNE 15, 2013

**7:45 a.m. – 8:30 a.m.**

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**Annual General Meeting – Location: Presentation Theatre**

**8:30 a.m. – 9:30 a.m.**

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**Breakfast: Pancake Hoedown! – Location: Outdoor Terrace**

Put on your Western wear and kick up your boots with a traditional pancake breakfast on our *Outdoor Terrace*. Down home Calgary hospitality will be on display as we bring you the best of the Stampede city!

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

**How To Manage Up – Location: Studio 3, Level 2**

Let's face it, what we hear is not always what was said. If communication is the key, then miscommunication is the risk. There is a great deal of risk within a science centre environment if we fail to communicate effectively with each other, particularly when requests are being made of others. In this session we'll focus on how requests for data, reports, lists, or analysis can be transformed from a confusing game of "telephone" into hugely productive tools that get all stakeholders closer to accomplishing the shared mission.

**Session Leader/Presenter:**

Peter Gulka, Development Analyst, TELUS Spark

**A Programming Paradox – Offerings Linked to Unexpected Curriculum – Location: Studio 1, Level 2**

Take the risk, create school programming that defies expectations! Linking programs for school groups to the provincial curriculum is fundamental for free-choice learning institutions. It's the framework from which program development begins, and is a minimum expectation of teachers. This session will explore the way in which science centres, museums and aquaria have developed programs that link beyond what is expected. Panelists will highlight the risks they identified and addressed in doing so. Education professionals present challenges experienced in areas such as program development and format; staff training; clarity of communication to stakeholders; among others. New opportunities in regards to funding and partnerships brought about by the new programming stream will also be discussed.

**Session Leader/Presenter:**

Catherine Paisley, VP Science Education, Ontario Science Centre

**Presenters:**

Dolf DeJong, VP Conservation and Education, Vancouver Aquarium

Sandra Corbeil, Director, Education Strategy, Canada Science & Technology Museum Corp

Julian Kingston, Program Manager, Sheridan College



### **Demo Showcase – Location: Presentation Theatre**

Enjoy a showcase performed by our colleagues from across the country as we discuss the trials and tribulations of live demonstrations in our organizations.

**11:15 a.m. – 12:30 p.m.**

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### **Let's Talk – An Opportunity to Engage in or Host Informal Discussions on Hot Topics – Location: Feature Gallery South**

During this interactive session, delegates are encouraged to mix and move from group to group to fully experience the opportunity for informal conversation with industry colleagues. Sign up for table sessions throughout the conference or enter your own session topic to facilitate.

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

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### **Experiences in Rebranding and Reaching New Audiences – Location: Studio 1, Level 2**

Explore the challenges and successes learned from rebranding and re-positioning in local markets, boldly going after new audiences and understanding and adapting to the market receptiveness of the change. Through case studies and three round table discussions, we'll share practices, challenges and learnings from new audience growth initiatives, channel experimentation experiences and the role new media is playing for science centres and museums.

**Session Leader/Presenter:**

Megan Douglas, Director, Marketing, TELUS Spark

**Presenter:**

Maureen Henderson, VP, Marketing & Communications, TELUS Spark

Judy Lang, Marketing Manager, Calgary Zoo

### **The Risks and Rewards of Recruiting – Location: Studio 3, Level 2**

Explore the risk associated with a recruiting program that underperforms. A variety of new and innovative recruiting models from both union and non-unionized science centers will be explored. By the end of this session, participants should be able to speak to trends in recruiting practices in Canada, be aware of potential pitfalls of not putting the right attention on recruitment practices in their organization and have a number of innovative examples to consider spicing up their own recruiting methods in their organization.

**Session Leader/Presenter:**

Seanna Pickard, Director, Human Resources, TELUS Spark

**Presenters:**

Julie Fisowich, Manager, Programming, Saskatchewan Science Centre

Nadim Kara, Director, Organizational Development, Science North

Jolee Coulter, Manager, Daily Programs, TELUS Spark

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**The Campus Connection: Collaborations Between Science Centres and Universities – Location: Presentation Theatre**

Embracing risks when nurturing potential new collaborations and partnerships can lead to huge rewards. Partnerships between science centres and post-secondary institutions offer the potential to reap such rich rewards, and examples of successful collaborations abound. This session will explore the experiences of centres from across the country that have developed and sustained collaborations with local universities in the areas of education, science learning and communication, exhibit development and evaluation, and supporting scientific research. Session participants will learn how the outcomes of these collaborations have had a dramatic impact on each of the centres involved as well as their post-secondary partners and stakeholders. Embracing risk can equal big reward!

**Session Leader/Presenter:**

Shauna Cook, Coordinator of Volunteers, Science Education, Ontario Science Centre

**Presenters:**

Dolf DeJong, VP Conservation and Education, Vancouver Aquarium

Michael Edwards, Director of Programming, Science East

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**CONCURRENT SESSIONS: 3:15 p.m. – 4:30 p.m.****The Chicken or The Egg: How to Rally Partners to a Major Project When Each is Waiting for Others to Commit?**

– Location: Studio 1, Level 2

Putting together the financing is a crucial step in the successful implementation of a major project. Bringing together such financial resources without missteps is a real risk for any organization. From the project's conception to its launch, through the representations to the different partners – each action must be planned and executed in a strategic manner. In this session, we'll explore the actions taken by project leaders to transform the Armand Frappier Museum into the Armand Frappier BioCentre and experiences that session participants themselves have taken under similar circumstances.

**Session Leader/Presenter:**

Guylaine Archambault, B.Sc., M.B.A., Directrice générale, Musée Armand-Frappier, Centre d'interprétation des biosciences

## **Investing in New Employee Engagement and Morale Using Customized New Hire Programs – Location: Studio 3, Level 2**

Investing in a customized new hire orientation program will help create a strong culture, improve morale and engagement, while reducing complacency and, turnover, improve morale and reduce poor engagement. This session will explore a variety of active and engaging new hire programs from a variety of industry perspectives. It is easy to enhance your culture and confidence in your new hires – let's explore the ways we can do this together!

**Session Leader/Presenter:**

Lisa Crosby, Coordinator, Human Resources, TELUS Spark

**Presenters:**

Seanna Pickard, Director, Human Resources, TELUS Spark

Katherine Armstrong, Organizational Effectiveness Advisor, Human Resources, Enbridge Pipelines Inc.

## **Science Centre Gamer? Risk of the Game – Location: Presentation Theatre**

From board games to video games played on consoles or mobile devices, we have seen the concept of "gaming" develop into a major industry. All games, whether virtual or physical, offer rewards for taking risks, challenging participants to push the limit. Can science centres use the principles of games to create engaging programming for all audiences? By the end of this session, you will be inspired to develop games which will challenge the virtual risk taker to discover the exciting world of science!

**Session Leader/Presenter:**

Merissa Scarlett, Outreach Coordinator at Saskatchewan Science Centre

**Presenter:**

Julie Fisowich, Program Manager, Saskatchewan Science Centre

## CASC TRADE SHOW EXHIBITORS



CANADA SCIENCE AND TECHNOLOGY  
MUSEUMS CORPORATION  
SOCIÉTÉ DES MUSÉES DE SCIENCES  
ET TECHNOLOGIES DU CANADA

A FASCINATING WORLD  
UN MONDE FASCINANT

[technomuses.ca](http://technomuses.ca)

The Canada Science and Technology Museums Corporation, keeper of Canada's scientific and technological heritage, comprises three museums: the Canada Agriculture and Food Museum, the Canada Aviation and Space Museum, and the Canada Science and Technology Museum, all located in Ottawa. The Corporation's mission is to collect, explore, and engage through science, technology, and engineering. It achieves this mission through a wide range of fascinating exhibitions and programs. The three museums boast rich and varied collections which are continually growing through new acquisitions.



BANK OF CANADA  
BANQUE DU CANADA

[www.currencymuseum.ca](http://www.currencymuseum.ca)

Where Money Talks! Experience the many fascinating stories about the history of money. Discover the world's most comprehensive collection of Canadian bank notes, coins, tokens, and a rich assortment of foreign currencies. FREE ADMISSION



**EVANS & SUTHERLAND**

<http://www.es.com>

Evans & Sutherland in conjunction with its wholly owned subsidiary, Spitz Inc., creates innovative digital planetarium systems and cutting-edge, fulldome show content. E&S has developed Digistar 5, the world's leading digital planetarium with fulldome video playback, real-time computer graphics, and a complete 3D digital astronomy package fully integrated into a single theater system. This technology allows audiences to be immersed in full-color, 3D computer-generated worlds and to interact with these worlds. As a full-service system provider, E&S also offers Spitz domes, hybrid planetarium systems including Goto optical mechanical projectors integrated with Digistar 5 and a full range of theater systems from audio and lighting to theater automation. E&S markets include planetariums, science centers, themed attraction venues, and premium large-format theaters. E&S products have been installed in over 1,300 theaters worldwide.



Foothills Systems is the Western Canadian distributor for Gaylord Archival. We have one of the largest offerings of archival products in the world that ensure your collections are stored and displayed under the best possible conditions. We are also pleased to offer shelving, storage and cabinets to Archives, Art Galleries and Museums.

[www.foothillssystem.ca](http://www.foothillssystem.ca)



Formerly  
Science Alberta Foundation

[www.mindfuel.ca](http://www.mindfuel.ca)

MindFuel, formerly Science Alberta Foundation, develops and distributes hands-on and online science programs. By encouraging exploration of real world science and technology, we enhance science literacy and inspire a lifelong appreciation for science learning.

Today, MindFuel reaches students, teachers, and parents through;

- Wonderville.ca - An online destination where students can explore the world of science through interactive activities, exciting games, and award-winning videos.
- Ignition Pack - A curriculum specific program that combines hands-on experiments, digital and real-world resources and online activities that teach a full unit of science.
- Edacity.ca – A series of social media initiatives and events that encourage students to explore science in their own rural communities.



**ONTARIO  
SCIENCE  
CENTRE**

An agency of the  
Government of Ontario

[www.ontariosciencecentre.ca/isales](http://www.ontariosciencecentre.ca/isales)

As one of the world's first interactive science centers, we have been delighting, informing and challenging our visitors for over 40 years. Our experiences strive to actively engage visitors of all ages with science, sparking them to discover the vital connections between science and their everyday lives.

We have an in-house team of talented and experienced science researchers, writers, educators, designers and craftspeople who develop, design and fabricate exhibits to your specifications. We offer customized science and technology experiences, exact duplicates or modified versions of existing exhibits, consulting services and rental of our popular travelling exhibitions.



[www.sciencenorth.ca/exhibitsales](http://www.sciencenorth.ca/exhibitsales)

Working from Science North and Dynamic Earth, two world-renowned science centers in Sudbury, ON, we bring to life experiences for science centres, museums, zoos, aquariums, visitor centers and corporate centres worldwide. Since 1984 our team has been one of the world's leading creators of award-winning, high impact visitor experiences for people of all ages. By harnessing the creative strength of our communication experts, we create unparalleled experiences for your facilities. We pride ourselves as being recognized leaders in our cutting-edge and unique approaches. We offer:

- Travelling Exhibits
- Experiential Theatres
- Film Production
- Exhibits for Purchase
- Consulting



SIMBIOZ

[www.simbioz.com](http://www.simbioz.com)

At Simbioz, we believe that an interactive experience must be immersive and captivating. We design interactive display and mobile applications that are unique and enthralling. We address our clients' needs while consistently surpassing their expectations.



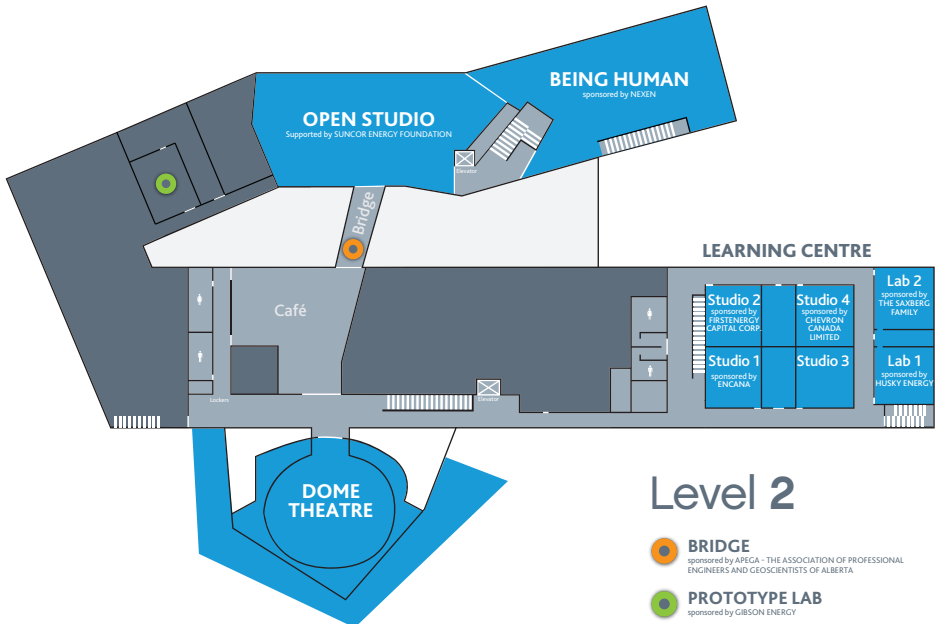
[www.spotonentertainment.ca](http://www.spotonentertainment.ca)

The Science of SuperDogs is comprised of a series of programs selected from our performance catalog, plus original programming. Each of these programs is designed to challenge the dog's athletic skills and conditioned response. Our host adds scientific commentary, with the option of having a member of your scientific team act as host or co-host.

Music and lighting add entertainment value. Our participation-oriented format maximizes crowd interaction.

Ideal for educational events, science centers and schools. This program is designed to entertain audiences while providing commentary and promoting discussion about the psychological and physiological attributes of canine performance.

## MAP



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