



HUNGARIAN
NATURAL
HISTORY
MUSEUM

Ecsite Annual Conference 2008

for science centres
and museums

29-31 MAY, BUDAPEST, HUNGARY
HUNGARIAN NATURAL HISTORY MUSEUM

SECOND ANNOUNCEMENT

ecsite 
European Network of Science Centres and Museums

Preface



Vincenzo Lipardi

President of Ecsite, International Affairs and Strategy Delegate, Fondazione IDIS – Città della Scienza, Naples, Italy

Dear Colleagues,

Science centres and museums have accepted the challenge, to become a laboratory of scientific civilisation in Europe; an open platform to create new values and new opportunities to bridge the gap between science and society. But in order to address the goals of the Lisbon Agenda – to create the best knowledge-based economy in the world and an open society, collaborative and competitive at the same time, we need to face the questions on how to promote growth and how to create a new sustainable development model. Knowledge-based societies need an enormous capacity to ensure the development of the culture of European citizens. The triangle of knowledge — education, research and innovation — is essential for achieving this goal. This is our new frontier for building a European cultural dimension; for building a democratic society. The dialogue between science and society should be intensified in order to develop a science and research agenda that meets citizens' concerns, including by fostering critical reflection, and must be aimed at reinforcing public confidence in science.

Such challenges are not only European but on global scale. Ongoing dialogue and networks must be further enhanced at an international level in order to exchange our views and identify areas of joint interest. To do so, we must strengthen coordination among regional networks. Partnerships should be reinforced through cooperation agreements. We must also encourage the growth of new initiatives in less developed countries deprived of science centres, where science education can play a key role for local development plans. The 2008 Annual Conference is the perfect platform for discussion on these burning issues.

Dynamism, creativity and excellence are the bywords that represent our community, as well as our expectations for this Annual Conference. The sessions' wide range of topics, variety of formats and wealth of speakers will make this a unique forum for networking and discussion. Budapest also promises a special social agenda, hosted by a great set of institutions in a true Hungarian atmosphere. Do not miss it!

I look forward to welcoming you to the Budapest Conference!



Catherine Franche

Executive Director of Ecsite

Dear Ecsite colleagues,

Science communication is becoming increasingly prominent in Europe – and so is the Ecsite Annual Conference! The last seven years have seen the participants triple in number, firmly establishing the Conference as the most important event in the calendar of Europe's science communication professionals. Yet while the Conference grows, its atmosphere remains strikingly convivial. We all share a strong engagement in science communication and a deep will to exchange, debate, make business and collaborate.

The 2008 conference turns its focus to science centres and museums' commitment for a sustainable society. In recent years, great advances have been made on this subject in terms of public awareness. Our task now is to ensure that this increased consciousness leads to greater understanding of the issues involved, and, ultimately, action to promote sustainability. From the creation of exhibitions and education programmes that address sustainability, to strategies in operating and management, via partnerships and collaborations, our institutions have a significant role to play in this global movement.

The Hungarian Natural History Museum is the perfect venue for such a theme, bringing together collections, interactive exhibits and people under one roof. I wish to thank the host consortium for all their hard work which promises to make this Conference a great success. Much effort has been put into ensuring opportunities for truly engaging dialogue: some sessions will be extended to offer a broader perspective on given topics; THE Group will hold a two-day training workshop for explainers; the Business Bistro will be as lively as ever; and of course, the social programme is sure to delight.

Budapest is the place to be, May 29-31 2008! Meet your colleagues and friends, come discover new developments and practices, get up to date with the latest trends in the field. Challenge yourself!

Welcome to the Ecsite Annual Conference 2008!



Istvan Matskási

Director General, Hungarian Natural History Museum, Budapest, Hungary

Dear Colleagues,

People from all walks of life can now access the world's unlimited sources of information. Hence governments, decision-makers, opinion-leaders, businesspeople, students and the general public use the media, or the internet. The public is continuously bombarded with dramatic information: shocking news on global climate change, diminishing traditional energy resources, pollution of the environment, etc. Another striking change has been the shift in focus from local and national scale to community, regional and global level. Most people hope that science will yield the solutions of the vital problems of humankind. But do they understand science? We clearly have a professional responsibility to communicate the results of scientific research to public audiences and to offer appropriate guidance and advice.

For over 20 years, numerous meetings of Ecsite members have given opportunities for co-operation, intensive exchange of ideas, experiences and exhibitions. I hope, on behalf of the Hungarian consortium of host institutions, that the Ecsite 2008 Annual Conference will fit well into the tradition of the long series of Annual Conferences.

The Ecsite Annual Conference 2008 is distinct in several aspects. It will be hosted by a consortium of four institutions, all of which share a strong link to the past. The Hungarian Natural History Museum is more than two hundred years old, but recently underwent a transition from separate departments moving to the former Military Academy building, where 200 years of traditional architecture meet 21st century museum technology. The House of Future Centre and Palace of Miracles, hosts of the Nocturne, are promoting science and culture in a location that was formerly a heavy industry area in the heart of Budapest. The Hungarian Museum of Science and Technology is the treasure of Hungarian and European technical heritage. The Hungarian host consortium is ready to do their best to make your stay interesting and pleasant. You will also be acquainted with the Transport Museum for the Farewell Party. The most exciting site is selected for the Gala Dinner: "Europa"-a ship cruising on the Danube. You can enjoy the vista of our beautiful capital from the Castle Hill (a UNESCO World Heritage site) to the impressive House of the Parliament. You can admire the dynamic spans of the bridges and elegant riverbanks. Although the Danube is not always blue, the awe-inspiring sight of the evening lights of the city and their reflections on the water is an unforgettable and delightful experience.

Welcome and enjoy your stay in Budapest.

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Conference venue

All the sessions of the conference will take place in the Natural History Museum and in the neighbouring building, the former fencing school of the Military Academy, two minutes' walk to the Museum.

The Hungarian Natural History Museum was founded in 1802. Since 1996 much of the museum has been renovated and is gradually moving into a new building complex, "Ludovika" a former Military Academy. The Museum hosts a great permanent collection as well as a range of prestigious travelling exhibitions from all over the world. Its warm and welcoming atmosphere should provide the perfect setting for a conference where participants come together to debate and network.



Business Bistro

Always one of the liveliest parts of the conference, the Business Bistro brings together exhibitors, displaying a selection of the best that Europe and the world has to offer from many fields related to science centres and museums, alongside coffee and refreshments.

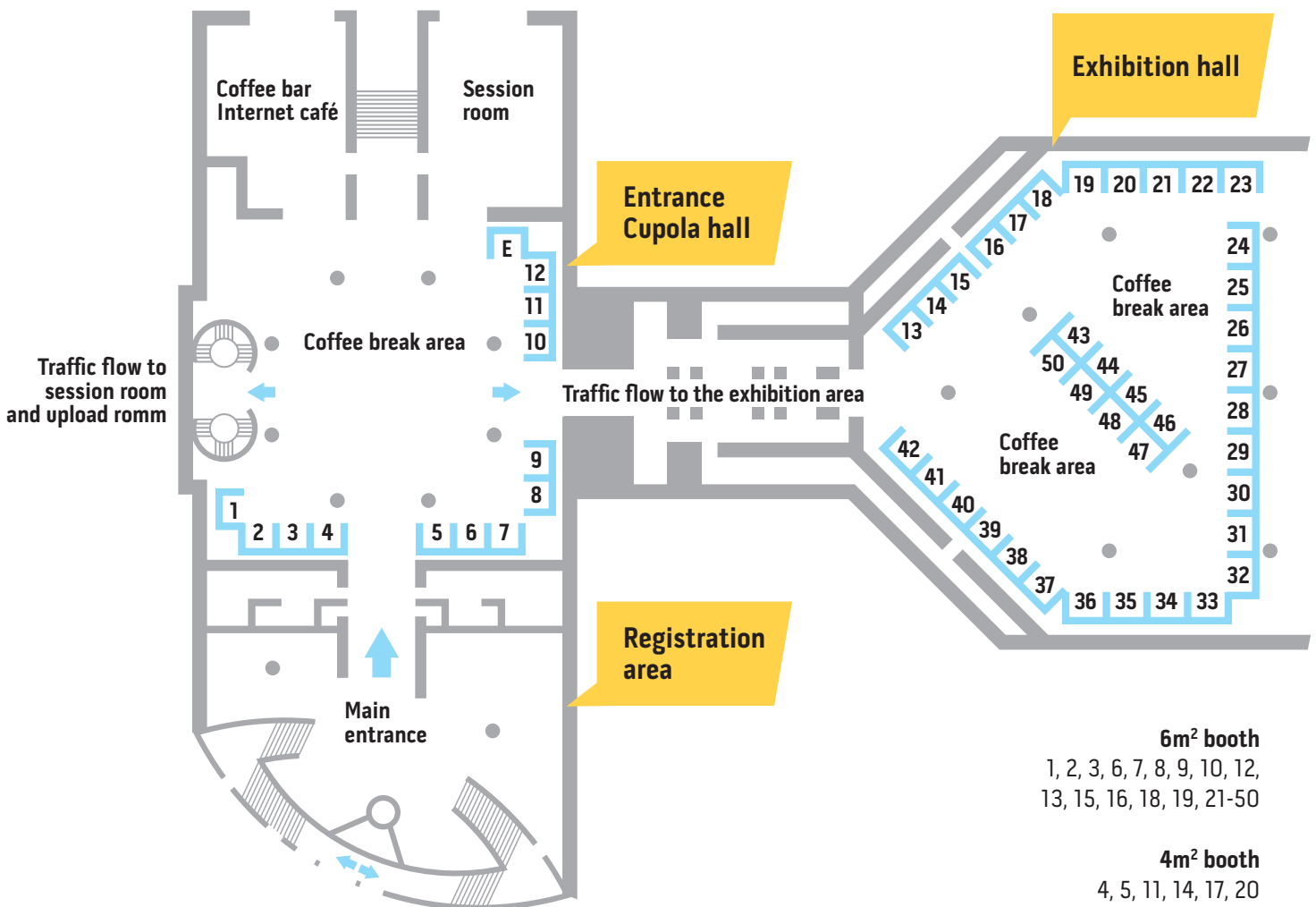
This is where businesses and institutions share their new activities, their upcoming exhibitions, their new technology and much more with the conference delegates. The 50 booths within the Natural History Museum ensure an excellent opportunity for business and networking.

Spaces are limited so please book early by completing the online registration form for the Business Bistro at

www.ecsite-conference.net

For any questions please send an email to Aliko Giannakopoulou, Ecsite Conference and Communications Coordinator:

agiannakopoulou@ecsite.net



Session formats

Panel Session



In a panel session, the convenor introduces the speakers who present their views to the audience. At the end of the session, time is provided for discussion with the participants.

Extended Panel Session



In this panel session, the speakers and convenors have two hours in order to present their views. An extended session has more speakers than a normal panel session in order to explore the issues more extensively. At the end of the session, plenty of time is provided for discussion.

Poster Session



10-15 posters on specific projects are displayed and introduced by each poster creator/presenter. Session attendees wander among the different posters talking informally with each presenter. A summary of the ideas will be presented by the session convenor, followed by a brief summary discussion.

Reverse session



In this session, the speakers and one animator will guide the session after a short introduction by the convenor. The aim is to provide the majority of the time in the session for the audience to actively participate in a discussion with the speakers.

Salon/Conversation



Salon/Conversation is a session that emphasizes group discussion. Throughout the session invited speakers will introduce certain topics, ideas or questions to spark the discussions and open the debate.

Workshop



This type of session is structured to enable in-depth exploration of one topic. The session aims to be practical, interactive and actively involve all participants. The workshop can be a science demonstration, a game, a show or a short training course.

Armchair Tour



In the armchair tour, participants can get introductory overviews of a variety of examples of new ideas, new projects, exhibitions and science centers in brief (5-10 minutes) presentations.

Conference focus

"Science centres and museums' commitment for a sustainable society"

Alongside the main themes of the conference, this year's event will have a central focus on our institutions' commitment for a sustainable society.

Science centres and museums can be important actors in a world that needs to be sustainable. From the creation of exhibitions and education programmes that address sustainability, to our institutions' commitment in operating and management, our impact is significant. At this conference we want to discuss our role, our actions, and our impact in the coming decades.

A number of the sessions of the conference have been identified to represent the conference focus. These sessions are marked in blue at the conference programme.

Main themes

Science and technology

How do we select the science topics we will tackle in our institutions? What tools do we implement to engage our visitors in discussions about them? From large-scale exhibitions to interactive projects run by explainers, both inside our institutions and through outreach activities, much has already been done and we want to find out all about it.

Science in society

What is our role in the communities we belong to? How do we measure the impact of our activities? What is the science in society policy on a European level? Do we reflect it? What are the new theories on science communication? Are there limits on the means we use for learning?

Management and Finance

What staff structure do we choose in our institutions, and to what extent do we work like private companies? How do we keep our staff satisfied and motivated? How can we be financially successful and while keeping to our missions and our goals? How do we balance partnerships with the private sector with funding from the public authorities? What makes a successful fundraising campaign?

Programme at a glance

Ecsite Annual Conference: Pre Conference Programme

Tuesday 27 May 2008

Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
09:00-17:00	THE Group Training workshop for explainers						
13:00-17:00							

Wednesday 28 May 2008

09:00-17:00	THE Group Training workshop for explainers		Training workshop on EU proposals	EU Project Meeting: Exploar			
13:00-17:00		Ecsite Board meeting					
18:30-20:00 20:00	Speakers' reception Ecsite Board dinner						

Ecsite Annual Conference: Programme

Thursday 29 May 2008


Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
09:30-11:50	Opening Ceremony Istvan Matskasi, Director General, Hungarian Natural History Museum, Budapest, Hungary Vincenzo Lipardi, President of Ecsite, International Affairs and Strategy Delegate, Fondazione IDIS – Citta della Scienza, Naples, Italy Jean Michel Baer, Director, Directorate Science, Economy and Society, Directorate General for Research, European Commission, Brussels, Belgium Catherine Franche, Executive Director, Ecsite, Brussels, Belgium György Vajda, Professor, Member of the Hungarian Academy of Sciences, Budapest, Hungary Charlie Trautmann, Executive Director, Sciencentre, Ithaca, New York, USA Brian Wynne, Associate Director and Principal Investigator, Lancaster University Centre for the Study of Environmental Change (CSEC), UK						
12:30	Opening of Business Bistro, Launch of Extra, Coffee Break						
13:00	Lunch						
14:00	Teaching evolution, an emerging challenge?	Building a fundraising culture	Schools' science education policies in European countries	Getting to know you: effective ice-breakers to get people talking	Avoiding green fatigue	Visitors, interactives and objects – do we need evaluation?	Advanced nuclear energy generation and Hungary's prospect
15:30	Coffee Break						
16:15-18:15	Engaging 14 – 19 year olds in science discovery centres	Low budget – high impact. The role of small science centres	Science and society programmes: why are they important?	Growing ideas into 'good' exhibits: connecting creativity with practicality	Science without centres: festivals, fun days and ferrying it around	The key success factors in the development of long term partnerships between science centres/museums and corporate companies	New approaches to tackling big science issues and nurturing personal involvement
20:00	Gala Dinner at "Europa"-a ship cruising on the Danube						

Sessions corresponding
to the Conference Focus

Programme at a glance

Ecsite Annual Conference: Programme Friday 30 May 2008

Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
09:15-10:30	Shaping globalisation, a science centre topic...	Science communication as a profession: training needs and future directions	The customer is our product!	Science visualisations: informing society	Familiar strangers: do science centres and schools really understand each other?	Do science centres have a responsibility to promote evolution?	Socially engaging exhibits
10:30-11:00	Coffee Break						
10:30-11:00-12:15	10:30-12:15 Ecsite Annual General Meeting			Drawing science: a tool for knowledge	Use of technology to prolong experiences and strengthen learning	Motivated and talented students - who cares?	Encouraging commitment for a sustainable society through knowledge-based education and dialogue for mutual understanding
12:15	Lunch						
13:15-14:30	Innovation and inventing: hands-on learning in museums	What is the science centre of 2020?	Making the most of online portals	University-science centre collaborations to support science learning	Human resources for museums and science centres	Think locally, act globally	The climate change challenge
14:30	Coffee Break						
15:15-16:30	Travelling exhibitions available soon on Extra	When science meets hooligans: how to manage the opposition of radical groups	Learning in museums: what is it NOT?	Science far away, so close	Access matters: making your science centres/museums accessible	Theatre in science centres and museums	Science centres, museums and projects in Central and Eastern Europe
16:30	Coffee Break						
17:00-18:15	Climate change - an armchair tour of cutting edge, projects which engage citizens on all levels	Evaluating evaluation: What makes evaluation effective?	School, museum and university cooperation: a new synergy in science education	Why should we interest girls in science and technology?	A new understanding of "learning for all" at science centres and science museums	Cooperation of science centre and industry - a win win situation	Learning from 3D video games and visualization technologies - seriously
20:00	Nocturne at the Palace of Miracles and Millenaris centre						

 Sessions corresponding to the Conference Focus

Programme at a glance

Ecsite Annual Conference: Programme Saturday 31 May 2008

Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
09:15-10:45	How can we be financially successful while keeping to our missions and our goals?	Travelling exhibitions available now on Extra	Bringing the concept of sustainability to our visitors	Sharing know-how in building exhibits: a Mediterranean experience	New identities for science centres and museums	Enhancing relationships between explainers and museum's management and other staff	Skies of the world
10:45	Coffee Break						
11:30-13:00	How to prolong the lifespan of exhibitions	How sexy is science?	Science education in early childhood: best practice examples	Visitor studies as a learning tool	Open-ended experiences	How can surfers become museum and science fans? ideas, recommendations and best practices for science communication by websites	Transferability and contagiousness - how to ensure your project continues after the funding runs out
13:00	Lunch						
14:00-15:30	New ways with old favourites - New attractions for visitors	Science in society programmes: what is their impact in citizens' engagement with science?	Outreach from museums and science centres: more of the same or something different?	Science centres and regional identities	Invisible dynamics: the science of a sense of place	Climate change: from uncertainty to action, the new roles for science centres in society	Developing shows as part of a consortium
15:30	Coffee Break						
16:15-17:30	How can aquariums, museums and science centres work together to inform the public on sustainable use of the ocean on the occasion of 2008 "International Year of the Ocean + 10"?	The last will and testament of Branson Richards	Real learning: best evidence for the impact of science centres	Programmes for small children	New technologies for science, music and art content: theoretical approaches and pilot experiences	Too hot to handle? – engaging with controversial topics	
17:30-18:15 20:00	Closing Ceremony Farewell Party at the Transport Museum						

 Sessions corresponding to the Conference Focus

Keywords

Co **Collections**
page: 15

Ed **Education**
pages: 20, 22, 23,
25, 27, 30, 31, 32,
33, 34, 35, 36

Eu **EU projects**
pages: 22, 28, 33

These keywords represent areas of interest covered by the conference sessions. Each session is labelled with one or more keywords in order to help you navigate the programme more easily.

Ex **Exhibitions**
pages: 15, 17, 19, 20,
22, 24, 29, 30, 31,
32

Fi **Finance**
pages: 14, 29, 31, 36

Hr **Human Resources**
pages: 19, 23, 26, 27,
30

Ma **Management**
pages: 16, 17, 19, 22,
23, 24, 26, 28, 29,
33, 36

Mc **Marketing Communication**
pages: 14, 16, 17, 31,
33, 34

Me **Media**
pages: 31, 32

Np **Networking & Partnership**
pages: 14, 15, 16, 20,
21, 23, 26, 27, 28, 30,
35

Ou **Outreach**
pages: 14, 17, 21,
22, 30, 31, 34, 36

Re **Research**
pages: 14, 15, 16, 20,
21, 23, 26, 27, 32, 35,
37

Sa **Science & Arts**
pages: 25, 31, 34, 36

Ss **Science in Society**
pages: 14, 15, 16, 20,
21, 24, 25, 26, 27, 29,
30, 33, 35, 37

Te **Technology**
pages: 15, 19, 20, 21,
22, 28, 30, 32

Th **Theory of science communication**
pages: 19, 22, 25, 32

Vi **Visitors**
pages: 14, 15, 17,
18, 24, 25, 28, 29,
32, 33

Programme details

Tuesday 27 May 2008

09:00-17:00

on registration only

THE Group Training Workshop for Explainers *Day 1*

THE Group (Thematic Human Interface and Explainers Group) is Ecsite's first thematic group, now entering its second year of activity. There is a growing interest in a structured and long term positioning of explainers, including more direct involvement in a museum's programmes, exhibit development and new formats for a better science and society dialogue.

Dialogues:

learning through discussions and conversations

This two-day training workshop is a chance for explainers to hear about research on the role of dialogues and conversations in learning. This will be presented in participative round tables involving invited experts and all participants. New formats of activities involving dialogues and discussions will be tested and presented in practical workshops.

- **Who are we?**

Introduction on the role of explainers in science centres

- **Learning by talking**

Presentation of research results, round table and practical workshop

- **Tips and tricks**

Best practices from the participants

To register for the two-day training course, please register online at www.ecsite-conference.net
Maximum number of participants: 50
Registration fees: €175
If you have further enquiries please contact: info@ecsite.net
For Ecsite Members only.

Training leaders

and discussants will include:

Paola Rodari, SISSA Medialab (Italy); **Bronwyn Bevan**, CILS and Exploratorium (USA); **Antonio Gomes da Costa**, The Pavilion of Knowledge (Portugal); **Miha Kos**, Hisa Eksperimentov (Slovenia); **Matteo Merzagora**, ICS-SISSA (Italy) and TRACES (France); **Guy Simonin**, Palais de la Découverte (France); **Mikko Myllykoski**, Heureka (Finland); **Maria Xanthoudaki**, Museo della Scienza e della Tecnologia (Italy), **Guglielmo Maglio**, Fondazione IDIS- Citta della Scienza (Italy).

Grant opportunity

Grundtvig is Action 3 of the European Union's programme in the field of education, Socrates. Through Grundtvig, the European Union provides funding to promote exchanges of experience and the development of a European dimension in all sectors of adult education. The Ecsite Annual Conference is accredited as one of the training opportunities for individuals that are involved in science education.

The grant covers registration fees and accommodation for the pre-conference and main conference.

To find more about the grant visit the Ecsite conference website

www.ecsite-conference.net

or the Comenius – Grundtvig database:

<http://ec.europa.eu/education/trainingdatabase/>.

The reference number for the grant in the Comenius-Grundtvig database is BE-2008-091-001. Applications are made through each country's National Agency.

Programme details

Wednesday 28 May 2008

09:00-15:00

on registration only

THE Group Training Workshop for Explainers Day 2

The second day of the workshop will consist of two parts.

Talking science 1

Experimenting dialogue: workshop on participatory games and activities

Talking science 2

Re-thinking dialogue: round table and discussion

15:00-17:00

THE Group annual meeting

The organisation and the structuring of THE group will be updated. An open debate will frame clear questions on the necessity of defining the profession of explainers and on how to evaluate the position of explainers in the organisational structure of a science centre.

Open discussion on three focused issues:

1. Practical organisation of THE group
2. Definition of the professional status
3. The explainers within the science centre organisational structure

For Ecsite members only

Training workshop on EU proposals

The European proposals training workshop covers three areas of expertise for a successful proposal preparation and management: 1. understanding the European calls and tailoring a project to the call's objectives; 2. budget and project resources preparation; 3. workpackages and deliverables management.

This interactive workshop is aimed at coordinators and project leaders who initiate the grant, request; Grant and proposal writers; Consortium partners invited to join a proposal consortium.

The workshop will also provide ample opportunities for questions and answers, and critical and confidential feedback on the participants' ideas for future proposals. If you are planning to apply for European funding, or if you want to streamline the management of your existing and future European projects, this training workshop is the perfect opportunity to learn how to transform your project idea into an efficient collaborative project.

Training Leaders:

Andrea Bandelli, Consultant on European Projects, Amsterdam, Netherlands

Anne-Marie Bruyas, International Partnership, Fondazione IDIS - Città della Scienza, Naples, Italy.

Olivier Retout, Head of International Relations, The Royal Belgian Institute of Natural Sciences, Brussels, Belgium.

Please register online at

www.ecsite-conference.net

Maximum number of participants: 50

Registration fees: €100

If you have further enquiries please

contact: info@ecsite.net

For Ecsite Members only

09:00-17:00

by invitation only

EU Project meeting: Exploar

The Exploar project demonstrates an innovative approach that involves visitors of science centres and museums in extended episodes of playful learning. The Exploar approach looks upon informal education as an opportunity to transcend from traditional museum visits, to a "feel and interact" user experience, allowing for learning "anytime, anywhere", open to societal changes and at the same time feeling culturally conscious. These pedagogical concepts and learning practices would address implementing a set of demonstrators (learning scenarios), employing advanced and highly interactive visualization technologies and also personalised ubiquitous learning paradigms in order to enhance the effectiveness and quality of the learning process. In the framework of the Ecsite annual conference, the Exploar project will have a very active participation through a live demonstration of a mobile AR exhibit and an oral presentation of the project. Exploar is carried out with the support of the European Commission within the framework of the Lifelong Learning Programme.

13:00-17:00

by invitation only

Ecsite Board Meeting

18:30-20:00

by invitation only

Speakers' Reception

20:00-22:00

by invitation only

Ecsite Board Dinner

Programme details

Thursday 29 May 2008

09:30-10:30

Opening ceremony



Istvan Matskási

Director General,
Hungarian Natural
History Museum,
Budapest, Hungary



Vincenzo Lipardi

President of Ecsite,
International Affairs and
Strategy Delegate,
Fondazione IDIS – Citta
della Scienza, Naples, Italy



Jean-Michel Baer

Director, Directorate
Science, Economy
and Society,
Directorate-General for
Research, European
Commission,
Brussels, Belgium



Catherine Franche

Executive Director, Ecsite,
Brussels, Belgium

10:30-11:50

Plenary Session



György Vajda

Professor, Member of
the Hungarian Academy
of Sciences,
Budapest, Hungary



Charlie Trautmann

Executive Director,
Sciencentre, Ithaca,
New York, USA



Brian Wynne

Associate Director and
Principal Investigator,
Lancaster University
Centre for the Study of
Environmental Change
(CSEC), UK

12:30 – 13:00

Opening of the Business Bistro,
Launch of Extra, Coffee Break

extra

Catherine Franche, Executive Director,
Ecsite, Brussels, Belgium

Olivier Retout, Head of International
Relations and Coordinator of E-castex,
Royal Belgian Institute of Natural Sci-
ences, Brussels, Belgium

13:00 -14:00

Lunch

Programme details

Thursday 29 May 2008

14:00-15:30



Teaching evolution, an emerging challenge?

Convenor:

Camille Pisani, General Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Presenters:

Alan Leshner, Chief Executive Officer, American Association for the Advancement of Science, Washington, DC, USA
Telmo Pievani, Associated Professor in Philosophy of Science, University of Milano II - Bicocca, Milan, Italy
Guy Lengagne, Member of the Parliamentary Assembly, Council of Europe, Strasbourg, France

In some European countries, Ministries of Education are open to the teaching of creationism alongside Darwinism in science lessons at school. More recently, the report of a Commission under the Council of Europe underlining "the danger of teaching creationism in science curricula" raised strong debate among the Parliamentary Assembly. The controversy involves not only the origin of humankind, but also the big bang and the history of Earth. From a scientific point of view, creationism and intelligent design do not belong to science. But this does not seem to be so obvious for politicians and other non-scientists. What makes the supporters of these alternative theories so strong? Have we forgotten what is at stake with scientific thinking and methods? How can we answer their arguments?

14:00-15:30



Building a fundraising culture

Convenor:

Giovanni Crupi, Head of Marketing & Fundraising, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

Presenters:

Simon Jago, Head of Fundraising, Techniquet, Cardiff, UK
Anne-Marie Bruyas, International Partnership, Fondazione IDIS-Città della Scienza, Naples, Italy
Carina Halvord, Deputy Managing Director / Head of Marketing and Sales, Universeum, Gothenburg, Sweden

Science centres are increasingly finding that they need to engage in fundraising to enable them to achieve their objectives. Therefore the development of a successful fundraising strategy is vital to ensure their long term sustainability. This session will explore the development of a fundraising strategy and how to embed it into the organisation's core practices. It will explore fundraising from both private and public sources. Key areas covered will include: promoting your fundraising mission to a range of stakeholders, and building an internal infrastructure that supports fundraising. Finally, the session will highlight how all these stages enable you to achieve your organisational objectives. The session will allow ample time for discussion with participants.

14:00-15:30



Schools' science education policies in European countries

Convenor:

Professor Giuseppe Vittorio Silvestrini, President, Fondazione IDIS-Città della Scienza, Naples, Italy

Presenters:

Sheena Laursen, Head of international and education projects, Experimentarium, Hellerup, Denmark,
Mario Campanino, Head of Education, Fondazione IDIS-Città della Scienza, Naples, Italy
Amito Haarhuis, Head of Education, NEMO Science Centre, Amsterdam, Netherlands,
Dr Sergey Lovyagin, Project Manager, Moscow School of the Future, Moscow, Russia
Natalia Rjabkova, Director, Moscow School of the Future, Moscow, Russia
Matti Rossi, Director of Learning, Heureka, the Finnish Science Centre, Vantaa, Finland
Salvatore Sutura, Scientific Coordinator, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy
Walter Ginckels, Supervisor edutainment, Technopolis®, the Flemish Science Center, Mechelen, Belgium,
Susanna Edvall, Educator, Swedish Museum of Natural History, Stockholm, Sweden
Charlotte Ek, Educator, Swedish Museum of Natural History, Stockholm, Sweden

Making science education programmes in school successful is still a problematic issue, despite various actions planned and carried out all around Europe addressing the problem. In recent years, something happened which brought European countries' ministries of education to carry out new initiatives. These often involve new technologies as well as non formal methods and science centres frequently play a key role in the school policy transformations. During this poster session, this question will be presented by illustrating the general phenomena and several national cases.

Programme details

Thursday 29 May 2008

14:00-15:30



Getting to know you: effective ice-breakers to get people talking

Convenor:

Dr Louise Webb, Head of Skills Development, Ecsite-uk, London, UK

Presenter:

Ben Johnson, Director, Graphic Science Unit, Bristol, UK

Successful dialogue events depend on making people feel comfortable enough to talk to one another with ease, sharing their ideas and viewpoints. Successful networking events amongst science centre professionals depend on very similar factors and can produce hugely successful partnerships and collaborations. This session aims to draw out the common factors that make successful dialogue and networking events. Participants will have the opportunity to try a variety of discussion techniques that enable them to get to know each other quickly and effectively. This workshop proposal is based on expertise gained over the last five years from a variety of Ecsite-uk projects including Meet the Scientist, Science in Collections, and Doing Dialogue and Doing Outreach.

14:00-15:30



Avoiding green fatigue

Convenor:

Olivier Retout, Head of International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Presenters:

Marc Girard, Head of Exhibitions, La Cité des sciences et de l'industrie, Paris, France

Stephen Foulger, Content Director, The Science of..., London, UK

Louise Julie Bertrand, Head of Exhibitions, Montreal Science Centre, Montreal, Canada

We are constantly being told that our lifestyles are unsustainable and that we need to save energy or water. The result of all these messages is confusion.

People do not see the connection between a doom-laden future and relatively minor but inconvenient changes to their lifestyles.

With interactive, science-based visions of the future, science centres and museums can demonstrate the effects of everyday actions, helping visitors understand underlying scientific mechanisms and the impact of their lifestyles on a global scale. Visitors are then more likely to make lifestyle changes to live more sustainably. Speakers illustrate this approach through four varied projects.

14:00-15:30



Visitors, interactives and objects- do we need evaluation?

Convenor:

Paulo Gama Mota, Director, Museu da Ciência, University of Coimbra, Coimbra, Portugal

Presenters:

Michele Lanzinger, Director, Museo Tridentino di Scienze Naturali, Trento, Italy

Pedro Casaleiro, Museum Manager and Researcher, Museu da Ciência, University of Coimbra, Coimbra, Portugal

Theano Moussouri, Museum Studies Lecturer and Researcher, University College London, UK

This session explores ways of thinking and ways of doing, together with the impact that science issues may have in society. The speakers, involved in the creation of the exhibitions "The naked ape" and "Secrets of light and matter" will analyse the effectiveness and success of the communication tools. An evaluation researcher will give more in-depth views on how the full process may be improved through evaluation methods and techniques.

14:00-15:30



Advanced nuclear energy generation and Hungary's prospect

Convenor:

György Vajda, Member of the Hungarian Academy of Sciences, Budapest, Hungary

Presenters:

Dr Tamás Pázmándi, President, Hungarian Nuclear Society, member of MTA KFKI Atomic Energy Research Institute, Budapest, Hungary

Dr Ákos Horváth, Senior Research Associate, MTA KFKI Atomic Energy Research Institute, Budapest, Hungary

Concerns over energy resource availability, climate change, air quality, and energy security suggest an important role for nuclear power in future energy supplies. Electricity generation in the future requires reliable power plants with low investment costs. While current nuclear power plant designs provide a publicly acceptable electricity supply in many markets, further advances in design can broaden the opportunities of nuclear energy.

The speakers will review the advanced nuclear energy generation technologies in the world in terms of security and sustainable development, the available reactor designs in near future from Hungary's perspective and communication issues.

15:30-16:15

Coffee Break

Programme details

Thursday 29 May 2008

16:15-18:15



Engaging 14-19 year olds in science discovery centres

Convenor:

Sue Cavell, Head of Research and Evaluation, Techniquest, Cardiff, UK

Presenters:

Anita Shaw, Development Director, Techniquest, Cardiff, UK

Heather Farnworth, Associate Director, International Sales, Ontario Science Centre, Toronto, Canada

Matti Rossi, Director of Learning, Heureka, the Finnish science centre, Vantaa, Finland

Luca Vidic, Activities Editor, House of Experiments, Ljubljana, Slovenia

Dorothea Blank, Educator, Universeum, Gothenburg, Sweden

Samuela Caliarì, Head of Public Programmes, Museo Tridentino di Scienze Naturali, Trento, Italy

The speakers will address the activities they have run for 14-19 year olds and some of the issues involved in working with this traditionally hard-to-reach group. It will include discussions on: developing a learning environment for this age group, working with 14-19 year olds in the development of centres and programmes, addressing the skills agenda for this group, ways to engage this group through discussion and debate, and programmes that encourage 14-19 year olds to tutor their peers.

16:15-18:15



Low budget – high impact. The role of small science centres

Convenor:

Stephen Pizzey, Director, Science Projects, London, UK

Presenters:

Jo Harris, Education Director, Observatory Science Centre, Hailsham, UK

Leonardo Alfonsi, Director, Perugia Science Festival, Perugia, Italy

Miha Kos, Director, House of Experiments, Ljubljana, Slovenia

Hilde De Laet, Operations, Hidrodoo, Herentals, Belgium

Julie Burgess-Wilson, Director, Catalyst, Cheshire, UK

Gadi Mador, Executive Director, Technoda, Hadera, Israel

The science centre phenomenon continues to grow with spectacular high budget projects leading the field. Meanwhile, behind the scenes, smaller projects continue to reach out to local communities in the form of visitor centres, regional museums and privately funded ventures. This session brings together speakers representing many different centres and offers an opportunity to discuss issues and exchange ideas whilst celebrating the diversity and innovation which characterises the activities of these centres.

16:15-18:15



Science and society programmes: why are they important?

Convenor:

Andrea Bandelli, Freelance science centre consultant, Amsterdam, Netherlands

Presenters:

Elizabeth Kunz Kollmann, Research Associate, Museum of Science, Boston, USA

Sara Calcagnini, Education Officer, National Museum of Science and Technology Leonardo Da Vinci, (SEDEC Project), Milan, Italy

Matteo Merzagora, Scientific leader - DOTIK project, SISSA – ICS, Trieste, Italy

Brian Wynne, Associate Director and Principal Investigator, Lancaster University Centre for the Study of Environmental Change (CSEC), Lancaster, UK

In Europe and the United States, there is increasing interest in producing programmes that engage the public in thinking about current science and its societal and ethical impacts, because there is a perceived need to create a public of more informed citizens and consumers of science and technology. In many cases, science centres and museums have taken the lead in creating these programmes, so it is important for us to consider their importance and purpose. In this session, we will explore these ideas and the different ways that practitioners are attempting to reach these goals through programming.

Programme details

Thursday 29 May 2008

16:15-18:15



Growing ideas into 'good' exhibits: connecting creativity with practicality

Convenor:

Victor Gil, Director, Exploratório Infante D. Henrique, Coimbra, Portugal

Presenters:

Christophe Chaffardon,

Head of Education, Cité de l'espace, Toulouse, France

Javier Ferrer, Technical Department Manager, Museo de las Ciencias Principe Felipe, Valencia, Spain

Axel Hüttinger, Director, Hüttinger Exhibition Engineering, Nuremberg, Germany

Ian Russell, Director, Interactives, North Derbyshire, UK

Peter Donhauser, Head Curator, Vienna Museum of Technology, Vienna, Austria

New, creative ideas are the lifeblood of all Ecsite-related projects. Which ideas will lead to 'good' exhibits? 'Good' exhibits are attractive to the public, are free from maintenance problems, succeed in communicating our intended message... and are not too expensive. But how can we choose which ideas to follow? Having chosen the best ideas, how can they be made into 'good' exhibits? Professional exhibit designer-producers will sit at one end of the table. At the other end will be experienced exhibition staff from museums and science centres.

16:15-18:15



Science without centres: festivals, fun days and ferrying it around

Convenor:

Rachel Mason, Centre Manager, TECHNIQUEST@NEWI, Wrexham, UK

Presenters:

Orest Jarh, Director, Technical Museum of Slovenia, Ljubljana, Slovenia

Leonardo Alfonsi, Director, Perugia Science Fest, Perugia, Italy

Colleen Zilio, Project Director, ScienceSouth, Florence, South Carolina, USA

Rebecca Crawford, Director, Univeristy of Glasgow, Glasgow, UK

Simon Gage, Director, Edinburgh Science Festival, Edinburgh, UK

Moche Rishpon, Director, Clore Garden of Science - Weizmann Institute of Science, Rehovot, Israel

Professor Frank Burnet, Professor of Science Communication, Science Communication/Faculty of Applied Sciences, University of the West of England, Bristol, UK

Rafaella Denegri, Festival della Scienza, Genoa, Italy

Facing the challenges of small markets, limited capital resources, geographically isolated populations or simply not having a science centre, many organisations are now developing high impact and low capital cost initiatives to execute their mission of science and technology education. This session will explore a varied array of such initiatives - science festivals, touring programmes and themed activities designed to make the most of local culture, heritage and partner contributors. All of these initiatives, while some may operate from science centres, are not reliant on their existence to succeed. Operational issues, financial models and visitor experiences are discussed.

16:15-18:15



The key success factors in the development of long term partnerships between science centres/museums and corporate companies

Convenor:

Alain Coine, General Delegate, Fondation Villette Entreprises, Paris, France

Presenters:

Giovanni Crupi, Director of Marketing and Fundraising, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

Simon Dickson, Head of Development, The Natural History Museum, London, UK

Marc Girard, Director of Exhibitions, Cité des sciences et de l'industrie, Paris, France

Tuomas Olkuku, Development Manager, Heureka - the Finnish science centre, Vantaa, Finland

Brigitte Zana, Director for Development and Networks, Palais de la Découverte, Paris, France

Lucie-Anne Henri, Sponsorship and Partnership, Palais de la Découverte, Paris, France

Partnerships between museums and companies imply sharing objectives and strategies and sometimes negotiating tools and contents. For science museums, choosing the right partners is crucial for their project's success. How do science centres select the corporate companies funding their programmes? How do they cope with this relationship during the project lifecycle? What are the ethical considerations in developing sponsorships and partnerships? How can they protect their scientific authority, editorial autonomy and credibility (reliability) among visitors and stakeholders? The session aims to analyse the potential problems and threats emerging during long-term partnerships and investigate the key success factors in building relationships with companies.

Programme details

Thursday 29 May 2008

16:15-18:15



New approaches to tackling big science issues and nurturing personal involvement

Convenor:

Audrey O'Connell, Head of Planning and Design Consulting, Natural History Museum, London, UK

Presenters:

Carina Lindberg, Teacher, Navet - the Sjuhärads science centre, Borås, Sweden

Branislav Reznik, Deputy Director, Slovak National Museum, Bratislava, Slovakia

Dr Zahava Scherz, Director of Science and Education Communication, Davidson Institute of Science Education at The Weizmann Institute of Science, Rehovot, Israel

Pierre Duconseille, Curator, Cité des sciences et de l'industrie, Paris, France

Miriam Atenza, Development Manager, CAC Principe Felipe Science Museum, Valencia, Spain

Knut Austad, Head of Education, Jaermuseet, Nærbø, Norway
Representative from Visionarium – Science Centre of Europarque, Santa Maria da Feira, Portugal

A great selection of institutions will come together to share their innovative approaches to communicating and engaging the public in science. Using techniques as diverse as multimedia tools to farming and cultivating cultural landscapes, the projects presented in this session range from creatively tackling the social and environmental consequences of science, to engaging a community with a bioethics forum, encouraging visitors to create content linking science and anthropology, to installing active lab spaces within gallery spaces. Many of the approaches presented in this session also involve building partnerships with research science or industry to harness broadest perspectives and widest reach.

20:00

Gala Dinner, "Europa"- a ship cruising on the Danube

Gala Dinner Sponsor- Jack Rouse Associates



Programme details

Friday 30 May 2008

9:15-10:30



Shaping globalisation, a science centre topic...

Convenor:

Jack Parry, Interim Director, Science Museum of Virginia, Richmond, Virginia, USA

Presenters:

Philipp Hörst, Project Management Temporary Exhibitions, DASA, Dortmund, Germany

Helmut Gold, Director, Museum for Communication, Frankfurt, Germany

Oliver Gies, Manager, Kunstraum GfK mbH, Hamburg, Germany

Armin Frey, Scientific Director, SK-Foundation CSC, Cologne, Germany

Is a science centre topic like population growth, sustainability and the limits of growth viable? How about global production, decision making or money transfers? Justice, happiness and our future? Global impact by local environmental actions? Hear the experiences of Museum für Kommunikation Frankfurt's ambitious exhibition "Globalisation 2.0." Soon-to-open Odysseum Cologne, with its tagline "experience knowledge for shaping the future" has had this theme as one of its core motives, from the first days of planning. For, if we want to talk about the meaning of science for our future, we'll have to talk about the global world we live in.

9:15-10:30



Science communication as a profession: training needs and future directions

Convenor:

Dr Sue Cavell, Head of Research and Evaluation, Techniquet, Cardiff, UK

Presenters:

Mario Campanino, Project Manager for new Approaches to Education, Fondazione IDIS-Città della Scienza, Naples, Italy

Matteo Merzagora, Scientific leader - DOTIK project, science journalist, SISSA - ICS, Trieste, Italy

Dr Karen Bultitude, Senior Lecturer in Science Communication, Science Communication Unit, University of the West of England, Bristol, UK

Science communication is rapidly becoming recognised as a professional career worldwide. Starting from the consideration that the professional figure of the science communicator plays a key role in science in society, during this session some questions will be put as the focus of discussion.

The presentations will consider what opportunities exist for trained science communicators, the needs of science centres, and what professional training is available. Each presentation will be no more than 10 minutes long, so that more time will be dedicated to discussion with participants attending the session.

9:15-10:30



The customer is our product!

Convenor:

Linda Conlon, Executive Director, Centre for Life, Newcastle, UK

Speakers:

Asger Høeg, Director, Experimentarium, Hellerup, Denmark

More and more people - especially in the western world - are experiencing such a wealth that they are - literally - sitting on the top of Maslow's Pyramid with only one mission in life, to realise themselves! These people are our future visitors. They will at the beginning demand experience offerings but since they have a self realising process they will then demand transformation offerings that change them into better

human beings. In the future, science centres will produce transformation offerings, bringing people one step further in their self realising process. How shall science centres develop and market these offerings? This session will look at this growing "industry" of experience and transformation offerings. What is the theory? Have some institutions already taken up the challenge? Can new information technology bring a new relation between visitor and the centre?

9:15-10:30



Science visualisations: informing society

Convenor:

Patrice Legros, Executive Director, Marian Koshland Science Museum, Washington DC, USA

Speakers:

Julie Burgess-Wilson, Director, Catalyst Science Discovery Centre, Widnes, Cheshire, UK

Vesa Juhani Lepisto, Senior Exhibition Coordinator, Heureka - The Finnish Science Centre, Vantaa, Finland

Erika Shugart, Deputy Director, Marian Koshland Science Museum, Washington DC, USA

How do science centres and museums use visualisations of cutting edge data to inform visitors about current issues that impact their lives? Using scientific information to make decisions about the environment, transportation, and other issues related to sustainability is a necessity for citizens today. This panel session will present three case studies illustrating different approaches to presenting datasets and models to visitors in a context that empowers them to experiment with different decisions and understand the potential outcomes of their actions.

Programme details

Friday 30 May 2008

9:15-10:30



Familiar strangers: do science centres and schools really understand each other?

Convenor:

Antonio Gomes da Costa, Executive Director, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

Presenters:

Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel
Bronwyn Bevan, Director, CILS Exploratorium, San Francisco, USA
James Robert Bell, Director, Centre of Learning, Petrosains - The Discovery Centre, Kuala Lumpur, Malaysia

Curricular interest of exhibits and activities, experimental facilities, lesson plans, support materials – all these are common things asked and even demanded by the schools that visit us. However, sometimes there may be a mismatch between what schools are looking for and what science centres want to offer. Should we see ourselves as helpers for teachers, remedies for school insufficiencies, providers of extra-curricular activities? Is our main activity aimed at schools and science education for kids, or are these groups “just” a side target in a broader science communication programme? These are some questions to discuss with all the session’s participants.

9:15-10:30



Do science centres have a responsibility to promote evolution?

Convenor:

Dr Penny Fidler, Executive Director, Eccsite-uk, London, UK

Speaker:

Dr Robert M Bloomfield, Nesta Fellow, Head of Innovation and Special Projects, The Natural History Museum, London, UK

This session debates whether Europe’s science centres and science museums have a responsibility to lead our nation’s public and teachers in discussing evolution to counter the increasing public support for creationism and intelligent design. We aim, in this fully interactive session, to learn from the experiences of centres throughout Europe and to explore how best to promote evolution whilst being sensitive to the religious beliefs of our visitors? Specifically we wish to explore if members of Eccsite can reach consensus and are willing to sign up to a pledge to actively promote the theory of evolution with their visitors.

9:15-10:30



Socially engaging exhibits

Convenor:

Mikko Myllykoski, Experience Director, Heureka - the Finnish Science Centre, Vantaa, Finland

Speakers:

Jaakko Pöyhönen, Exhibition Manager, Heureka - the Finnish Science Centre, Vantaa, Finland
Orna Cohen, Director, Orna & Co Exhibition Design, Paris, France
Lotta Johansson, Director, Navet - the Sjuhärad Science Centre, Borås, Sweden

In most science centres, interactive exhibitions form the basis for the operation. Visitors come for learning experiences and to spend meaningful time together. Looking at our audiences, almost everyone arrives within a group: with family, classmates, friends or colleagues. In the early days, many interactives were designed for man-machine communication. Nowadays this

is not enough. The experiences need to be shared and the goal is the joy of discovery together. The co-operation of visitors echoes the co-operation of research teams in science and technology.

10:30-11:00

Coffee break

10:30-12:15

Eccsite Annual General Meeting

11:00-12:15



Drawing science: a tool for knowledge

Convenor:

Noel Jackson, Head of Education, Centre for Life, Newcastle, UK

Presenters:

Camilla Rossi-Linnemann, Department of Education and International Relations, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy
Sue Grayson Ford, Director, The Campaign for Drawing, Enfield, UK
Roos Franse, Department of Education, NEMO, Amsterdam, Netherlands

Drawing is a flexible learning tool that can be used to involve wider audiences, stimulate dialogue, and enhance the understanding of phenomena. The session presents pilot projects aiming to exploit the potential of drawing in scientific environments. The MNST (Milan) is using drawing to engage very young visitors and to build intergenerational collaborative learning. The Campaign for Drawing (UK) has gathered a multi-disciplinary team of artists and scientists to produce new visual tools on evolution. NEMO and the University of Developmental Psychology (Amsterdam) are developing a research project on mental models revealed in drawings by small children.

Programme details

Friday 30 May 2008

11:15-12:15



Use of technology to prolong experiences and strengthen learning

Convenor:

Svein Anders Dahl, Chief Executive Officer, VILVITE, Bergen Science Centre, Bergen, Norway

Presenters:

Denise M. Bressler, Project Manager/Exhibit Developer, Liberty Science Center, Jersey City, USA
Nils Petter Hauan, Head of Development, VILVITE, Bergen Science Centre, Bergen, Norway
Patricia Verheyden, Manager of exhibits, Technopolis®, the Flemish Science Center, Mechelen, Belgium

The session will illustrate three different applications of technology to enhance customer experience. Visitors of "Long may you live" at Technopolis® use a barcode as identification. Scores are stored and the results can be printed in the exhibition or viewed at home on a personal webpage. At Liberty Science Center, visitors use their mobile phones to interact with exhibits, retrieve extra content and extend their learning experience. Research to date will be presented from the project. At VILVITE, data from interaction with exhibits are stored and made accessible via a personal website by the use of RFID. This enables further work with experiment data and recapture of other experiences.

11:00-12:15



Motivated and talented students - who cares?

Convenor:

Zvi Paltiel, Young@Science Director, The Weizmann Institute of Science, Rehovot, Israel

Presenters:

Vigor Majic, Director, Petnica Science Center, Petnica, Serbia
Thomas Wendt, Project Manager Teaching Lab, Explo-Heidelberg, Germany
Csaba Bode, Secretary General, Network of Youth Excellence, Budapest, Hungary

Motivated and talented students deserve special attention not only due to their particular needs, but also since they may become a tremendous asset to the future of our society. Do we, or even can we devote the required attention and resources to meet this challenge? Some European centres are focusing most of their activities toward these most promising students. Moreover, many of these centres are collaborating internationally through the Network of Youth Excellence. In this session we will discuss this issue of motivated and talented students through the exciting examples of a centre associated with several leading universities and research institutes, an independent centre and the overall Network of Youth Excellence.

11:00-12:15



Encouraging commitment for a sustainable society through knowledge-based education and dialogue for mutual understanding

Convenor:

Pauline Rafferty, President, Alliance of Natural History Museums of Canada, Royal British Columbia Museum, Victoria, Canada

Presenters:

Andrea Vico, Muvita contents Co-ordinator, Muvita-Agenzia Provinciale per l'Ambiente, L'Energia e l'Innovazione, Arenzano, Italy
Stefano Papi, Responsible for Communication and Public Relations, Associazione Didattica Museale, Museum of Natural History, Milan, Italy.
Geoff Green, Founder & Executive Director, Students on Ice Expeditions, President, Students on Ice Polar Education Foundation Ottawa, Canada

This session takes as its starting point a number of science and society projects focusing on sustainability. These projects aim to encourage a sustainable society through knowledge-based education and dialogue. It aims to build on the strength of partnerships, enhance the roles of museums/science centres, encourage the understanding of environmental issues, deepen the public understanding of climate change and polar processes, capture the interest of the next generation and encourage behaviour.

12:15-13:15

Lunch break

Programme details

Friday 30 May 2008

13:15-14:30



Innovation and inventing: hands-on learning in museums

Convenor:

Dr Ed Sobey, President, Northwest Invention Center Director, Asian Institute for Creativity, Washington, USA

Presenters:

Martin Kulhawczuk, Activity leader, Mid-nordic Science Centre, Trondheim, Norway

Joaquin Fargas, Director, Centro Cientifico Tecnologico Interactivo, Buenos Aires, Argentina

Britta Isaksson-Bergholm, Head of Education, Tekniska Museet - National Museum of Technology, Stockholm, Sweden

Museums can join the *innovation age* by providing programmes and exhibits that encourage visitors to be creative, innovative, and inventive. *Innovation and Inventing to Learn* engages and excites people so they spend longer time at exhibits and learn more in workshops and classes. In this hands-on workshop you will learn how to transform visitors into inventors and how to manage the creative process so people learn. You will also learn specific hands-on activities that you can use immediately.

13:15-14:30



What is the science centre of 2020?

Convenor:

Robert Mac West, President, Informal Learning Experiences, Washington DC, USA

Discussant:

Andrea Bandelli, Freelance science communicator, Amsterdam, Netherlands

Presenters:

Frances Balkwill, Director, Centre of the Cell, London, UK

Matteo Merzagora, Scientific leader - DOTIK project, Science Journalist, SISSA – ICS, Trieste, Italy

Wayne LaBar, Vice President, Exhibitions and Theaters, Liberty Science Center, Jersey City, USA

Representative from AUTOSTADT GmbH, Wolfsburg, Germany

This session will be a free-flowing conversation examining numerous aspects of the future of science museums. Among the topics to be discussed are: the importance of a research agenda for science centres – is there/should there be one; the need to present and interpret current research; the impact of the web and public input/participation on the “authority” of the science centre; relationships among industry, universities and science centres; economic sustainability and funding as institutions become more flexible and transparent; expanding adult audiences and removing the “it’s for children only” stereotype; membership and deeper engagement.

13:15-14:30



Making the most of online portals

Convenor:

Michael Creek, Projects Coordinator, Ecsite, Brussels, Belgium

Presenters:

Bruna Valettini, Institutional and Cultural Relations, Acquario di Genova, Italy

Helena Lilja, Projects Coordinator, Teknikens Hus, Luleå, Sweden

Hannu Salmi, Head of Research and Development, Heureka, The Finnish Science Center, Vantaa, Finland

Kati Tyystjärvi, Senior Coordinator, Heureka, The Finnish Science Center, Vantaa, Finland

Emilio Balzano, Researcher, University of Naples – Federico II, Italy

Francesco Cuomo, Research Associate, University of Naples – Federico II, Italy

Marco Serpico, Research Associate, University of Naples – Federico II, Italy

Glykeria Anyfandi, Project Development / Head of Communication, Eugenides Foundation, Athens, Greece

Alexa Joyce, Development Manager, European Schoolnet, Brussels, Belgium

Every science centre has its website. But how can science centres and museums get involved in wider-ranging internet portals, using new technology to make the most of their digital resources? This session will look at a number of online tools available to science centres and museums. It will also be an opportunity to discuss how best to tailor these resources to users' needs, and how to ensure that the portals remain active and dynamic sources of information. Posters will be presented from projects like AquaRing, COSMOS, Pencil, ECFUN, Xplora and e-KNOWNET before all participants come together to discuss what makes the perfect portal.

Programme details

Friday 30 May 2008

13:15-14:30



University-science centre collaborations to support science learning

Convenor:

Jennifer DeWitt, Researcher People, Science and Policy, London, UK

Presenters:

Sheena Laursen, Head of Science Education and International Projects, Experimentarium, Hellerup, Denmark
Preeti Gupta, Senior Vice President for Education and Public Programs, The New York Hall of Science Queens, New York, USA
Robin Hoyle, Director of Science, Glasgow Science Centre, Glasgow, UK

In recent years, science centres and universities have come together in a number of ways to improve science learning and communication, including incorporating internships into pre-service teacher training, conducting research to support learning from school trips, exploring cross-fertilisation of ideas between universities and science centres on joint projects, and involving research scientists in the development of public engagement programmes. This session will describe these collaborations and explore the issues involved in building successful relationships among institutions that often have disparate and competing goals, priorities and perspectives.

13:15-14:30



Human resources for museums and science centres

Convenor:

Michele Lanzinger, Director, Museo Tridentino di Scienze Naturali, Trento, Italy

Presenters:

Marcela Lukacova, Head of Education Department, Slovak National Museum, Bratislava, Slovakia
Asger Hoeg, Director, Experimentarium, Hellerup, Denmark

In recent decades, science centres and museums have faced a new problem concerning the professionalisation of the museum operators. Previously, museum professionals were mostly curators – only academic scientific training was requested – and general administrative figures. Today the museum's system is much more complex since the mission has a new dimension related to communication to the wide public. Some countries and consortiums came up with new definitions of the professional figures of the museums, but there is still a lack of staff training and upgrading. In this context, both university education and learning on the job are no longer sufficient to train the museum's staff. A series of training actions has been initiated in this sector.

13:15-14:30



Think locally, act globally

Convenor:

Colin Johnson, Honorary Member of Ecsite, Freelance Science Communicator, Cardiff, UK

Presenters:

Sebastian Winkler, Head of Countdown 2010 Secretariat, World Conservation Union (IUCN), Brussels, Belgium
Bernard Pellequer, Manager of the Globe of Science and Innovation, CERN, Geneva, Switzerland
Other speakers to be confirmed

By reversing the usual maxim, we remind you that Big Science needs global actions to take forward the major ideas of particle physics, space science, conservation, and so on. But to communicate these ideas effectively, we have to think locally - focussing on our own audiences, and choosing the most appropriate methods to engage them. How can the big science organisations work even more effectively with those who specialise in public engagement?

Programme details

Friday 30 May 2008

13:15-14:30



The climate change challenge

Convenor:

Peter Trevitt, Chief Executive Officer, Techniquest, Cardiff, UK

Presenters:

Dr Erika Shugart, Deputy Director, Marian Koshland Science Museum, Washington DC, USA

David Pearson, Science Director, Science North, Sudbury, Canada

Julie Burgess-Wilson, Director, Catalyst Science Discovery Centre, Widnes, UK

Science discovery centres and museums tackling science issues are working in a fast-changing and unpredictable field. The huge implications of climate change, for example, are creating new pressures on society and lifestyles will have to change in ways they may not like, if we are to live more sustainably. How do these issues affect us, and our future roles? This session explores some of the issues, choices and threats and provides a chance to hear about relevant experiences.

14:30-15:15

Coffee break

15:15-16:30



Travelling exhibitions available soon on Extra



Convenor:

Steven Vols, Coordination Manager, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Presenters:

Maren Krumdieck, Marketing and Sales Manager, Natural History Museum, London, UK

Julie Moskalyk, International Sales Manager, Science North Enterprises, Sudbury, Canada

Carlo Maiolini, Project Manager, Museo Tridentino di Scienze Naturali, Trento, Italy

Sybill Ebers, Director, Westphalian Horse Museum, Münster, Germany

James Rudoni, Sales and Marketing Manager, Science of...Science Museum, London, UK

Kurt Beiersdörfer, Director, Heinz Nixdorf MuseumsForum, Paderborn, Germany

Several travelling exhibitions are being developed at this moment but are not ready yet to show to the public. In this session, participants can have a preview of what is coming up: concept, content, design will be presented. This session gives the participants the opportunity to exchange information on exhibitions which will be available soon for travelling as well as on topics that are already being developed into travelling exhibitions. All presented exhibitions can be found in Extra, Ecsite's online database of travelling exhibitions. More information about Extra will be given in the session.

15:15-16:30



When science meets hooligans: how to manage the opposition of radical groups

Convenor:

Guglielmo Maglio, Project Manager – Science and Society, Fondazione IDIS – Città della Scienza, Naples, Italy

Presenters:

Rosina Malagrida i Escalas, Communication Director, Parc Científic de Barcelona, Barcelona, Spain

Laurent Chicoineau, Director, CCSTI, Grenoble, France

Michele Lanzinger, Director, Museo Tridentino di Scienze Naturali, Trento, Italy

Scientific topics having relevant ethical, social and legal implications can generate strong reactions in radical groups and other similar actors. This opposition can be problematic but could also be used to establish a debate with audiences that don't participate at the life of the centres. Is it possible to get benefit from these reactions? Can they converge in a manageable debate with publics that are not "science-oriented"? The speakers will bring their own experiences concerning the reactions that their exhibitions caused in order to discuss the actions to take and the possibility of using these reactions to establish a debate.

Programme details

Friday 30 May 2008

15:15-16:30



Learning in museums: what is it NOT?

Convenor:

Maria Xanthoudaki, Head of Education and of International Relations, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

Presenters:

Orna Cohen, Director, Orna & Co Exhibition Design, Paris, France

Bronwyn Bevan, Director, CILS, Exploratorium, San Francisco, USA

Learning is the motivation for visiting a museum and defines what people do during a visit. Engagement, meaning-making and integration imply a strong role of visitors in their own learning experience. However, we still debate the definition of museum learning and whether or not we should be evaluating what people learn in museums. This workshop discusses learning and the ways in which visitors are engaged. The objective is to study in an explicit way what kind of objectives should be set, and which background work should be developed in order to ensure that museums bring forth their role as facilitators of lifelong and free-choice learning.

15:15-16:30



Science far away, so close

Convenor:

Hans Buhl, Curator, Steno Museum-Aarhus University, Aarhus, Denmark

Presenters:

Monica Angela De Azevedo Meyer, Professor, Universidade Federal de Minas Gerais, Belo Horizonte, Brasil

Bart van de Laar, Project manager / Head Center for Curriculum Development, University of Groningen - Science LinX, Groningen, Netherlands

Eitan Krein, Project manager, Hemda - Science Education Centre, Tel Aviv-Jaffa, Israel

This session explores various ways to strengthen the communication between scientists, museums, schools and corporations, thus bridging formal and informal learning. This is an important task, since science seems distant to most people although nature is all around us. Therefore this session stresses the social and cultural aspects of science. The two first papers demonstrate how universities can communicate with the public by running museums and science centres while the last paper will introduce a new model for centralised science education.

15:15-16:30



Access matters: making our science centres/museums accessible

Convenor:

to be confirmed

Presenters:

Ingrid Prucha, Graduate assistant, Vienna Museum of Technology, Vienna, Austria

Paula Robalo, Coordinator of the Education Department, Pavilion of Knowledge, Lisbon, Portugal

Fatima Alves, Education Assistant – Disabled Visitors. Pavilion of Knowledge, Lisbon, Portugal

Designing programmes for disabled visitors seems to be impossible and, indeed, it is very challenging. There are numerous issues that need to be taken care of if science centres and museums want to design exhibits that are accessible to this range of groups. In any case, it is important to address the public with uncomplicated messages but essential content to come to the point. In this session, we are going to see how science centres can manage to consider and create programmes for these target groups.

15:15-16:30



Theatre in science centres and museums

Convenor:

Jorge Wagensberg, Director of the Area of Science and the Environment, CosmoCaixa, Barcelona, Spain

Presenters:

Frank Burnet, Professor of Science Communication, Science Communication/Faculty of Applied Sciences, University of the West of England, Bristol, UK

Enrico de Capoa, Scientific theatre events, Le nuvole, Naples, Italy

Lea Witmond, Business director, Pandemonia, Amsterdam, Netherlands

The process of acquiring new knowledge surely has three phases: 1) Stimulation, 2) Conversation and 3) Comprehension. Reality, and therefore museums whose language is based on objects and real experiences, are ideal for providing stimuli, but how can we take advantage of these stimuli to promote different forms of conversation and understanding? It seems that a human presence through different forms of theatre may be a good idea. Museum theatre, from direct intervention in the exhibition halls to the writing of "ad hoc" works, is a new literary genre which is emerging in modern scientific museums.

Programme details

Friday 30 May 2008

15:15-16:30



Science centres, museums and projects in Central and Eastern Europe

Convenor:

Vlastimil Volak, Chief Executive Officer, Techmania science centre, Plzen, Czech Republic

Presenters:

to be confirmed

A number of science centres and museums in Europe offer unprecedented opportunities on the field of informal learning and science communication. How could established science centres and museums benefit from cooperation with new ones? What is going on in Central and Eastern Europe? What are our expectations and prospects?

16:30-17:00

Coffee break

17:00-18:15



Climate change - an armchair tour of cutting edge projects which engage citizens on all levels

Convenor:

Lizzy Cox, Head of Touring Exhibitions, The Natural History Museum, London, UK

Presenters:

Marie-Sophie Mugica, Sales and Partnerships Manager, Cité des sciences et de l'industrie, Paris, France
Luis R. Gonzalez Argueso, Projects Manager, Centro Criollo de Ciencia y Tecnología de Caguas, Puerto Rico,
Brigitte Zana, Director for Development and Networks, Palais de la Découverte, Paris, France

Paul Allen, Development Director, Centre for Alternative Technology, Machynlleth, UK

Wayne LaBar, Vice President, Exhibitions and Theaters, Liberty Science Center, Jersey City, USA

Fulya Kubra Gokdemir, Scientific Programs Assistant Expert, The Scientific and Technological Research Council of Turkey, Ankara, Turkey

Liliana Póvoas, Researcher, Natural History Museum - Department of Geology & Mineralogy, Lisbon, Portugal

Ian Simmons, Science Communications Director, Centre for Life, Newcastle, UK

The Kyoto Protocol, the Intergovernmental Panel on Climate Change and the Stern Report all indicate that politicians and the media accept the "inconvenient truth" about sustainability and climate change. At the UN General Assembly's first-ever plenary debate devoted exclusively to climate change, Secretary General Ban Ki-moon said: "I am convinced that this challenge will define us, our era and, ultimately, our global legacy. It is time for new thinking. We need to translate the growing scientific consensus on the problem into a broad political consensus for action." Public engagement with these issues is key to political action and we, as interpreters of science must play a major role. This session will outline some of the amazing projects that are tackling this challenge.

17:00-18:15



Evaluating evaluation: what makes evaluation effective?

Convenor:

Karen Bultitude, Senior Lecturer in Science Communication, University of the West of England, Bristol, UK

Presenters:

Laura Grant, Principal Consultant, Laura Grant Associates, London, UK
Justin Dillon, Senior Lecturer in Science and Environmental Education, Centre for Informal Learning and Schools, King's College London, London, UK

Evaluation is becoming a standard part of almost all science communication activities. But how can we ensure that our evaluation strategies are meaningful and relevant? How can we make evaluations public in a useful way? This session will start with an open and candid reflection on the challenges that arise when performing and/or publicising project evaluations. The reverse-style format of the session will focus on encouraging audience members to discuss their experiences and ideas in order to identify how we might best move forwards as a community.

Programme details

Friday 30 May 2008

17:00-18:15



School, museum and university cooperation: a new synergy in science education

Convenor:

Elisabetta Nigris, Associate Professor, University of Milano Bicocca, Milan, Italy

Presenters:

Vigor Majic, Director, Petnica Science Center, Petnica, Serbia

Dr Tessa Avermaete, Project manager, Katholieke Hogeschool Leuven, Belgium

Tom Mortiers, Project manager and Teacher, Katholieke Hogeschool Leuven, Belgium

Anje Claeys, Coordinator Popularising Science, Katholieke Hogeschool Leuven, Belgium

Hannah Crookes, Education Manager, Sensation (Dundee Science Centre), Dundee, UK

Jen Simpson, Learning and Programmes Manager, National Museums of Scotland, Edinburgh, UK

Michael Bradke, Mobiles Musik Museum / Musikaktionen, Düsseldorf, Germany

Bruno Filipe Correia Bastardo da Silva Ribeiro, Superior Technician in Geology and Mineralogy, National Natural History Museum - Department of Geology & Mineralogy, Lisbon, Portugal

Teaching science involves reflecting on the relationship between experience and concept building. Cooperation between educational institutions and museums is based on the latter proposing significant scientific activities, using laboratories, part of permanent collections and exhibitions, and the former analyzing the concepts linked to these experiences. This session considers how to select the experiments (objects, equipment etc.) related to the children's age, to their specific educational goals and knowledge and integrate them into the school curricula. We will also look at how to best define the different roles played by museums, schools and universities in order to carry out innovative projects in science education.

15:15-16:30



Why should we interest girls in science and technology?

Convenor:

Anne-Marie Bruyas, International Partnership, Fondazione IDIS-Città della Scienza, Naples, Italy

Presenters:

Representative from SISSA-ICS group (Innovation in the Communication of Science), Trieste, Italy

Other speakers to be confirmed

It is clear that gender differences still exist in science careers in the EU. In childhood, the difference in the interest in science and technology as well as in the perception of related careers is not significant. At the age of 17-18, when young people have to make choices, this difference is much more evident. Many reasons contribute to the girls' lack of interest in scientific fields: the image of science and related careers, social preconceived ideas, interaction modalities in learning and teaching science and existing cultural stereotypes. The session will tackle these issues with the contribution of studies and experiences at the European level. It will also underline the importance of the work ahead in order to have more women in science and technology for our society.

17:00-18:15



A new understanding of "learning for all" at science centres and science museums

Convenor:

Antonio Gomes da Costa, Executive Director, Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal

Presenters:

Wolfgang Muth, Exhibition Manager, Phänomena, Flensburg, Germany

Barbara Wenk, PhD Student, Research School Kulturwissenschaftliche Technikforschung, University of Hamburg, Germany

Science centres and science museums have decidedly broadened their perspectives on what constitutes learning. Learning takes place under newly set circumstances with many different contributors and within very diverse scenarios. This session will address the question of how different experiences with cooperative forms of working and communicating, which are increasingly used during the conceptualisation processes well as in the exhibition galleries or additional programmes, can be stimulating for each other in positive ways. The presentation will combine reflections based on both practical experiences and on theoretical mediations.

Programme details

Friday 30 May 2008

17:00-18:15



Cooperation of science centres and industry - A win-win situation

Convenor:

Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel

Presenters:

Dr Vincenzo Lipardi, President of Ecsite, International Affairs and Strategy Delegate, Fondazione IDIS – Citta della Scienza, Naples, Italy

Dr Amir Ben Shalom, Chief scientist, Bloomfield Science Museum, Powermat Ltd, Jerusalem, Israel

Rosina Malagrida, Head of Communication, Barcelona Science Park, Barcelona, Spain

Dr Klaus Plate, Chief Executive Officer, Technology Park Heidelberg GmbH, Heidelberg, Germany

Professor Charlotte Schulze, Chief Executive Officer, Youth and Science Foundation Heidelberg gGmbH, Heidelberg, Germany

There are traditional relationships between science centres and the industry through sponsorships and consultation. Cooperation serves the business to market and present the achievements to the community. New Start-up companies find the workshop in science centres as the best partner for professional help. Companies and technology parks have started teaching laboratories and science education centres to attract the youth into sciences in the long run. We would like to start a collection of suitable partnership models and demonstrate the benefits for all partners. This aims at developing a toolbox of tested concepts and also strengthening awareness at a European level.

17:00-18:15



Learning from 3D video games and visualisation technologies - seriously

Convenor:

Eric Marshall, Vice President, Strategic Partnerships and Innovation, New York Hall of Science, New York, USA

Presenters:

Michael John Gorman, Director, Science Gallery, Trinity College Dublin, Dublin, Ireland

Gabriel Morales Vega, Coordinator of Multimedia, Trompo Mágico Museo Interactivo, Jalisco, Mexico

Sofoklis Sotiriou, Head of Research & Development Department, Ellinogermaniki Agogi, Athens, Greece

How can science centres marry their content and pedagogy expertise with engaging advanced technologies (3D interactive games, simulations, virtual reality and augmented reality applications) to reach new audiences on topics of current interest? Speakers will discuss the motivations and challenges encountered in development. Motivations include the ability to attract new audiences - especially teens. Challenges include how to best design experiences which retain the high engagement level of "traditional" video games while, at the same time, creating rich interactive learning experiences. Speakers will discuss these issues using the examples of initiatives like NanoQuest, TryScience's PowerUp, Exploar, and Trompo Mágico's Mediateca.

20:00-23:00

Nocturne at the Palace of Miracles and Millenaris centre



Programme details

Saturday 31 May 2008

9:15-10:45



How can we be financially successful while keeping to our missions and our goals?

Convenor:

Tudor Gwynn, Learning, Exhibitions and Site Director, Eureka! The Museum for Children, Halifax, UK

Presenters:

Lars Rehnman, Chief Executive Officer, Universeum, Gothenburg, Sweden
Judith Lewis, Company Business Director, Techniquest, Cardiff, UK
Fiorenzo Galli, Director General, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

More and more science and discovery centres have to look at new ways of bringing in additional funding to support the delivery of their core educational goals. With much of this income generated through non-core activities, how does this affect the missions and goals of organisations as well as the business model? The speakers will provide a number of examples of organisations that have had to look at their core objectives and how these can be met, communicated and matched to financial sustainability.

9:15-10:45



Travelling exhibitions available now on Extra



Convenor:

Patricia Verheyden, Manager of exhibits, Technopolis®, the Flemish Science Centre, Mechelen, Belgium

Presenters:

Markus Elsholz, Manager, Towerofsenses, Nuremberg, Germany
Meinrad Maria Grewenig, General Director, World Cultural Heritage Site Völklinger Hütte, Völklingen / Saarbrücken, Germany
Maren Krumdieck, Marketing and Sales Manager, Natural History Museum, London, UK
Nahoko Ando, Outreach Service Operation Division, National Museum of Emerging Science and innovation (Miraikan), Tokyo, Japan
Heather Farnworth, Associate Director International Sales, Ontario Science Centre, Toronto, Canada
Robin Groesbeck, Director of Exhibitions, The Field Museum, Chicago, USA
Michael Bradke, Mobiles Musik Museum, Duesseldorf, Germany
Wiltrud Oelinger-Platz, Leitung Marketing, Heinz Nixdorf MuseumsForum, Paderborn, Germany
Steven Vols, Coordination Manager, Technopolis®, the Flemish Science Centre, Mechelen, Belgium

In this session, several travelling exhibitions which are already open to the public and which are available for further travelling across Europe or further will be presented. An overview of available exhibitions, their content, accompanying educational and marketing materials, cost, size, feedback from visitors, press coverage and much more will be presented. All presented exhibitions can be found on Extra, the travelling exhibition database of Ecsite. More information about Extra will be given in the session.

9:15-10:45



Bringing the concept of sustainability to our visitors

Convenor:

Tina Crimp, Partnerships Manager, Techniquest, Cardiff, UK

Presenters:

Kim Gladstone-Herlev, Director of Science Communication, Experimentarium, Hellerup, Denmark
Dr Sabine Gerber, Curator for Environment and Medical Technology Deutsches Museum, Munich, Germany
Susann Johansson, Educator, Teknikens Hus, Lulea, Sweden
Julie Burgess-Wilson, Director, Catalyst, Widnes, UK
Dorothea Blank, Educator, Universeum, Gothenburg, Sweden
Jon Haavie, Norsk Teknisk Museum, Oslo, Norway
César Lopes, Museologist, National Museum of Natural History, Lisbon, Portugal

As the themes of climate change and sustainability are making headline news on a daily basis, what role should science centres take? In this poster session, a number of science centres from around the world will be showcasing how they are approaching these topics. Participants will highlight different programmes that have been designed to tackle these controversial issues. These include workshops, shows, films, exhibitions, and meetings between young people, researchers, politicians, and representatives from companies to exchange ideas on achieving a sustainable society.

Programme details

Saturday 31 May 2008

9:15-10:45



Sharing know-how in building exhibits: a Mediterranean experience

Convenor:

Dr Barbara Gallavotti, Head of Exhibitions and Museological Activities, Centro Fermi, Rome, Italy

Presenters:

Hoda El Mikaty, Director of the Planetarium and Science Centre, Bibliotheca Alexandrina Alexandria, Egypt

Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel

Awwad Sharaf, Museum Coordinator, Al-Quds University, Jerusalem, Palestine

Exhibits turnover is extremely important for all science centres, especially for small or young ones. Buying exhibits represents a big financial burden, in addition to maintenance and spare parts complications. Some science centres in the Mediterranean area are developing an internal structure specialised in designing and building exhibits. Institutions from different countries are collaborating on this topic and such collaboration is improving the know-how of the small or new institutions that need exhibits to communicate science. This is one way in which science centres can express their commitment for a sustainable society.

9:15-10:45



New identities for science centres and museums

Convenor:

Maarten Okkersen, Head of Design and Productions, Museon, The Hague, Netherlands

Presenters:

Jorge Wagensberg, Director of the

Area of Science and the Environment, CosmoCaixa, Barcelona, Spain

Benoît Légaré, Vice President, Montreal Science Centre, Montreal, Canada

Per-Edvin Persson, Director, Heureka-The Finnish science centre, Vantaa, Finland

This panel session will focus on redefining the identity and role of museums and science centres in the near future. Do we need a "new museology" to meet the rising expectations of politicians and the general public? What is the real value of science in our post-industrial and multicultural society? What kind of tools do we need to survive in a knowledge-based environment?

9:15-10:45



Enhancing relationships between explainers and museum's management and other staff

Convenor:

Dr Paola Rodari, Senior Researcher, Innovation and Communication of Science Group (ICS), Trieste, Italy

Discussants:

Matteo Merzagora, Scientific Leader - DOTIK project, SISSA - ICS, Trieste, Italy

Owain Davies, Creative Director, Techniquet, Cardiff, UK

Presenters:

Explainers from various institutions, to be confirmed

The session will discuss the importance of enhancing the communication between explainers (animators, pilots, etc) and other museum staff. Drawing on the activities of THE Group's pre-conference session and on other specific European case studies, explainers will exchange experiences, practice and skills with directors,

managers, curators, designers and other science communicators and museum professionals, as a way to improve everyone's performance as well as to understand better and share each other's work. The speakers of the session will be explainers from museums and science centres, whose contribution will be analysed by the discussants.

9:15-10:45



Skies of the world

Convenor:

Professor Franco Pacini, Professor of Astrophysics, University of Florence; Arcetri Astrophysical Observatory, Florence, Italy

Presenters:

Dr Thomas Kraupe, Director, Hamburg Planetarium, Hamburg, Germany

Dr Lara Albanese, Consultant for Scientific Education, Arcetri Astrophysical Observatory, Florence, Italy

Dr Carolina Ödman, Coordinator Universe Awareness, Leiden Observatory, Leiden, Netherlands

This session will look at how planetariums can build bridges between cultures around the world. We will have an overview of virtual 3D tours of the cosmos; immersive theatres which can be an inspiring and engaging attraction for children of all ages. We will hear from a project where Chinese and Italian children learned the celestial mythology associated with their respective cultures, created more stories and mutual cultural respect, and the work of UNAWWE to illustrate the multicultural origins of modern astronomy in an effort to broaden children's minds, awaken their curiosity in science and stimulate global citizenship and tolerance.

10:45-11:30

Coffee break

Programme details

Saturday 31 May 2008

11:30-13:00



How to prolong the lifespan of exhibitions

Convenor:

Rob Van den Berg, Head Exhibitions and Education, Museon, The Hague, Netherlands

Presenters:

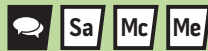
Carol Pauzé, Director of Exhibitions, Montreal Science Centre, Montreal, Canada

G rard Cobut, Head of Exhibitions Department, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Other speakers to be confirmed

The Montreal Science Centre developed an original partnership with two Canadian museums. The exhibition *Autopsy of a Murder*, produced in this context, was first presented in Montreal, Quebec and Ottawa, before being purchased by Museon in The Hague. The Royal Belgian Institute of Natural Sciences was not used to designing its temporary exhibitions for travelling. Now they make them with a travelling ability in mind. Recent examples will be discussed: selling an exhibition and touring a large co-produced exhibition.

11:30-13:00



How sexy is science?

Convenor:

Luigi Amodio, Director, Fondazione IDIS-Citt  della Scienza, Naples, Italy

Presenter:

Maarten Okkersen, Head of Design and Production, Museon, The Hague, Netherlands

In this dynamic reverse session, the attendees will be challenged to reflect on the image of science and "the scientist" in society. The media create a hyper reality where facts and fiction are mixed in a non-scientific but entertaining way. The way science is presented influences scientific reality. Scientists and science centres should no longer expect unconditional public support or uncritical acceptance of their authority. We must analyse the relation between media and science and use this information in the communication with our visitors. After a short presentation by the speakers, attendees can discuss specific questions in small groups followed by a general discussion.

11:30-13:00



Science education in early childhood: best practice examples

Convenor:

Professor Charlotte Schulze, Chief Executive Officer, Youth and Science Foundation Heidelberg gGmbH, Heidelberg, Germany

Presenters:

Jane Johnston, Programme Leader and Subject Leader, Early Childhood Studies, Bishop Grosseteste University College, Lincoln, UK

Professor Manuela Welzel, Vice-Rector, University of Education

Heidelberg, Heidelberg, Germany

Christina Rode-Schubert, Coordinator Metropolitan Region Rhein-Neckar, Haus der kleinen Forscher Heidelberg, Germany

Dr Csaba Bode, Secretary of NYEX, Hungarian Research Student Foundation, Budapest, Hungary

Mareike Wilms, Schools and Programs, Ph eno gGmbH, Wolfsburg, Germany

Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel

Dr Fritz Schlie mann, Scientist, Institute for Didactics of Physics and Chemistry, University of Flensburg, Flensburg, Germany

Paulo Trinc o, Director, F brica Centro Ci ncia Viva de Aveiro, Aveiro, Portugal
Teresa Pereira, Science Communicator, F brica Centro Ci ncia Viva de Aveiro, Aveiro, Portugal

Bruno Filipe Correia Bastardo da Silva Ribeiro, Superior Technician in Geology and Mineralogy, National Natural History Museum - Department of Geology & Mineralogy, Lisbon, Portugal

Skills like language conception, motor coordination but also curiosity can be trained in early childhood and have a long-term effect on children's development and activity. Several initiatives from universities, research institutions, independent education organisations and kindergarten associations will present their projects on early childhood education in this interactive poster session. It might involve training for in-service kindergarten, day-care and preschool teachers. Teachers learn to "discover the world" together with their pupils and reflect on their own practice. Specific toolboxes and material were designed or developed for workshops and experiments to study or demonstrate natural science phenomena.

Programme details

Saturday 31 May 2008

11:30-13:00



Visitor studies as a learning tool

Convenor:

Professor Sally Duensing, Visiting Professor, King's College London, London, UK

Presenters:

Pedro Andre da Fonseca Santos Martins, Communication Officer, Science of the University of Lisbon, Lisbon, Portugal

Alexandra Lang, Project Manager, Tower of senses (Turmdersinne), Hands-On Museum Nuremberg, Nuremberg, Germany

Anna Omedes, Director, Natural History Museum, Barcelona, Spain

What do people expect of the museum and how do they experience the effects? Results from three different visitor studies will be presented and discussed in terms of what the studies revealed that confirmed, surprised and at times challenged museum staff assumptions regarding their visitors. Studies will include findings from a comparison study of local and foreign visitors engaging with permanent and temporary exhibitions; a study of visitors' perceptions of an exhibition concept and structure and then more broadly, outcomes and implications from a study of visitors' perspectives of the museum itself as part of a major museum reorganisation.

11:30-13:00



Open-ended experiences

Convenor:

Patricia Verheyden, Manager of exhibits, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Presenter:

Dominique Jongen, Animator, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

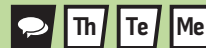
Sandra Voss, Science Director, The Observatory Science Centre, Herstmonceux, UK

Maria Xanthoudaki, Head of Education and of International Relations, Museo della Scienza e della Tecnologia Leonardo da Vinci, Milan, Italy

Everyone knows science centres as they currently are: offering a broad range of interactive exhibits and workshops to their audience. There is a tendency to have more and more open-ended experiences in this offer. With an open-ended exhibit or workshop, visitors are encouraged to use their imagination and creativity. The result is not reached by a predefined set of manipulations and the outcome is not fixed.

This session will give an overview of different approaches used in workshop and exhibits which employ an open-ended process for building experience and learning and stimulating creativity.

11:30-13:00



How can surfers become museum and science fans?

Ideas, recommendations and best practices for science communication by websites

Convenor:

Wim De Vos, Head of Communication, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Presenters:

Laure Chemery, Access to Knowledge Department, Conseil général de l'Essonne, Evry, France

Kati Tyystjärvi, Senior Coordinator, Web Editor, Heureka, the Finnish Science Centre, Vantaa, Finland

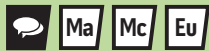
Jiska Verbouw, Science Communicator, Royal Belgian Institute of Natural Sciences, Belgium, Brussels

The role of science in society has to be enhanced and to that purpose, websites seem an appropriate medium. But how to conceive communication of science by the web, and for which audience? Which communication tools can be used and how to integrate Web 2.0 practices without loss of quality in scientific content? How to create interesting and interactive websites for more surfers than the happy few? An empirical overview of existing practices will be followed by a methodological analysis aiming at defining best practices and formulating recommendations. A case study will present some original approaches of various publics by the web and the reactions they provoked.

Programme details

Saturday 31 May 2008

11:30-13:00



Transferability and contagiousness - how to ensure your project continues after the funding runs out

Convenor:

Karen Bultitude, Senior Lecturer in Science Communication, University of the West of England, Bristol, UK

Presenters:

Andrea Bandelli, Freelance Science Communicator, Amsterdam, Netherlands

Guglielmo Maglio, Project Manager, Fondazione IDIS-Città della Scienza, Naples, Italy

Carole Paleco, International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium

Michael Creek, Projects Coordinator, Ecsite, Brussels, Belgium

One of the most difficult challenges faced by science communication practitioners is trying to ensure that their initiatives continue after the funding runs out. A project might be considered extremely successful however funding bodies increasingly prefer 'innovative' and 'original' projects rather than extensions of previous successful programmes. This session will highlight examples of projects which included elements of "contagiousness" within the devising phase, ensuring that other practitioners adapted the methodology / content / format to suit their own venue / audience, thereby reaching far more people than would have been possible in the original project.

13:00-14:00

Lunch

14:00-15:30



New ways with old favourites - New attractions for visitors

Convenor:

Dr Gerd Hombrecher, Board Member, KoelnPUB and WissenschaftsScheune, Koln, Germany

Presenters:

James Piercy, Director, Inspire Discovery Centre, Norwich, UK

David Price, Science Communicator North, Science made simple, Cardiff, UK

Walter Ginckels, Senior Edutainer, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Professor Fernando J.A.S. Barriga, Director of Mineralogy and Geology, Museu Nacional de História Natural, Lisbon, Portugal

Michael Bradke, Mobiles Musik Museum, Duesseldorf, Germany

Ian Simmons, Science Communications Director, Centre for Life, Newcastle, UK

Different centres present science demonstrations in similar ways. This interactive workshop will explore novel ways of presenting simple demos and encourage delegates to try out different presenting styles. Delegates will create a short presentation in groups to be shown to the other participants. A discussion of the value of varying presentation methods in engaging with visitors will follow. We aim to breathe new life into tried and tested demonstrations, give presenter staff opportunities to work closely with colleagues from other centres, and challenge them to change their way of working.

14:00-15:30



Science in society programmes: what is their impact in citizens' engagement with science?

Convenor:

Luigi Amodio, Director, Fondazione IDIS-Città della Scienza, Naples, Italy

Presenters:

Kat Nilsson, Event Programmes Manager, The Science Museum's Dana Centre, London, UK

Maria Xanthoudaki, Head of Education and of International Relations, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

Roland Schaer, Director Science and Society, Cité des sciences et de l'industrie, Paris, France

Museums and science centres are more committed than ever to the development of opportunities for engaging citizens in discussion about, and experience of, science and technology issues. Citizen science, informal meetings with experts, role games, hands-on activities and other forms of active involvement have been identified by institutions as the means for stimulating dialogue and developing critical thinking in science and technology. Such action can be seen as an important contribution to the development of a sustainable knowledge-based society, in line with the objectives set by the Lisbon agenda. However, what is the impact that such experiences have in citizens' awareness of science and technology? What can we say about what visitors take home at the end? This presentation aims to study the impact of SiS programmes based on three case studies and to discuss evaluation processes and results which help understand better the role of such activities for museums, for visitors and for science and technology themselves.

Programme details

Saturday 31 May 2008

14:00-15:30



Outreach from museums and science centres: more of the same or something different?

Convenor:

Noel Jackson, Head of Education, Centre for Life, Newcastle, UK

Presenters:

Ann Van Gysel, VIB, the Flanders Institute for Biotechnology, Gent, Belgium

Lea Witmond, Business Director, Pandemonia, Amsterdam, Netherlands

Helmut Jungwirth, Dialog<>gentechnik (DGT), Vienna, Austria

Tina Crimp, Partnerships Manager, Techniquet, Cardiff, UK

Luca Vidic, Activities Editor, The House of Experiments, Ljubljana, Slovenia

Fulya Kubra Gokdemir, Scientific Programs Assistant Expert, The Scientific and Technological Research Council of Turkey, Ankara, Turkey

Ilay Celik, Scientific Programs Assistant Expert, The Scientific and Technological Research Council of Turkey, Ankara, Turkey

Cecile Besrest-Butler, Careers Europe, Bradford, UK

Dr Paola Rodari, Senior Researcher, Innovation and Communication of Science Group (ICS), Trieste, Italy

Maria da Conceicao, Instituto de Orientacao Profissional - Universidade de Lisboa, Lisbon, Portugal

Mario Tibu, Institute of Educational Sciences, Bucharest, Romania

Dr Tessa Avermaete, Project manager, Katholieke Hogeschool Leuven, Leuven, Belgium

Tom Mortier, Project manager, Katholieke Hogeschool Leuven, Leuven, Belgium

Steven Vols, Coordination Manager, Technopolis®, the Flemish Science Center, Belgium

Wanda Guedens, Professor, Department SBG, Universiteit Hasselt, Belgium

There are many reasons for outreach programmes: funding to promote a specific message, schools that are too remote to visit a centre, lack of room at the home base, as collaboration with other centres or artists or as a PR exercise. Ecsite members carry out outreach projects on almost every conceivable science topic to an astonishing variety of audiences. This poster session explores the ups and downs of recent projects and celebrates the diversity of science outreach across Europe.

14:00-15:30



Science centres and regional identities

Convenor:

Sally Duensing, Visiting Professor, King's College London, London, UK

Presenters:

Rui Dias, Director, Centro Ciência Viva de Estremoz, Universidade de Évora, Évora, Portugal

Bernhard Kehrer, Director of Concept Development, studio klv/Dynamikum – Science Centre Pirmasens, Pirmasens, Germany

Rolf Schlicher, Chief Executive Officer, Dynamikum Pirmasens and Head of City Marketing Pirmasens, Pirmasens, Germany

Olle Nordberg, Director, Teknikens Hus, Luleå, Sweden

Science centres come in many shapes and sizes. However, there is often a general impression that many have a generic collection of exhibits. With this session, we want to spark discussion on what it means to create a science centre that has a regional focus, and the rationale behind such a project. Panelists will present three different examples of centres that intentionally have or are developing cultural, economic, technological as well as geological regional connections. Discussion will also explore how this

regional focus offers ways in which local communities are involved in the co-creation of the content of the centres.

14:00-15:30



Invisible dynamics: the science of a sense of place

Convenor:

Peter Richards, Senior Artist, Exploratorium, San Francisco, USA

Presenters:

Susan Schwartzberg, Senior Artist, Exploratorium, San Francisco, USA

Georges Pfruender, Executive Director, Ecole Cantonale D'art Du Valais, Sierre, Switzerland

Jean Biagini, Past President, Ecole Supérieure d'Art d'Aix en Provence, Aix en Provence, France

The tension between the natural and human-inhabited landscapes is the source of the greatest scientific, historic, and cultural challenges we face - from the loss of open space, species, and natural resources, to the acceleration in global climate change. This panel will focus its attention on the deeply interactive relationships between landscapes and their inhabitants, the forces and systems that influence those interactions, and the compelling questions that arise from them. We will examine new strategies for engaging in these relations, understanding that they are translatable to local landscapes are translatable to people and the places they inhabit worldwide.

Programme details

Saturday 31 May 2008

14:00-15:30



Climate change: from uncertainty to action, the new roles for science centres in society

Convenor:

Colin Johnson, Honorary Member of Ecsite, Freelance Science Communicator, Cardiff, UK

Presenters:

Jon Haave, The Norwegian Museum of Science, Medicine and Technology, Oslo, Norway

Lavinia Del Longo, Responsible for science and MUSE project, Museo Tridentino di Scienze Naturali, Trento, Italy

Alexandre Trindade, Ciencia Viva, Lisbon, Portugal

Tina Crimp, Partnerships Manager, Techniquest, Cardiff, UK

This session will be in two parts: first, we will address the question "How are science centres dealing with the facts and issues about climate change?" Four short examples of recent initiatives will be presented to set the scene. In the second part we will address questions such as: "Does our role in presenting the compelling evidence for climate change compromise the supposed 'neutrality' of our institutions? Should science centres encourage their visitors to change their life-styles in response to this evidence?"

14:00-15:30



Developing shows as part of a consortium

Convenor:

James Lewindon, Project Manager - Education and Programmes, Techniquest, Cardiff, UK

Presenters:

Annie Devitt, Museums Learning Network manager, Science Museum, London, UK

Jo Harris, Education/Operations Director, The Observatory Science Centre, Herstmonceux, UK

Harri Montonen, Senior Explainer, Heureka, the Finnish Science Centre, Vantaa, Finland

With greater collaboration between science centres, locally, nationally and internationally, this session will focus on best practice for producing schools and public science shows as part of a consortium. Focusing on scripting, prop design and build, as well as presenter training, the session will cover most aspects of producing a science show in collaboration. Communication, setting goals, project management and achieving consensus between science centres will be key aspects of the session. Each speaker has broad experience, from smaller centres to large, of working in a consortium to produce material for science shows.

15:30-16:15

Coffee break

16:15-17:30



How can aquariums, museums and science centres work together to inform the public on sustainable use of the ocean on the occasion of 2008 "International Year of the Ocean + 10"?

Convenor:

Manuel Cira, Head of Cultural Services, Nausicaa, Centre National de la Mer / World Ocean Network Coordinator, Boulogne sur Mer, France

Presenters:

Laurent Debas, Consultant and Responsible for the Development of Sustainable Seafood Consumption Campaign, Nausicaa, Centre National de la Mer, Boulogne sur Mer, France
Walter Staveloz, Director, International Relations, Association of Science-Technology Centers ASTC, Washington, DC, USA
Guus Verhagen, Coordinator of MARTINS (MARitime Training IN Safety) project, De Ruyter Maritime Institute, Vlissingen, Netherlands

10 years after *Sea Your Future* events organised by Ecsite in 1998, International Year of the Ocean, the session will discuss new initiatives to engage the general public in sustainable use of the ocean, the life support system on Earth. Further to outcomes of the November 2007 Blue Planet Forum, participants will explore the development of consumer responsibility via promotion of sustainable choices in everyday life and public mobilisation through campaigns e.g. sustainable seafood consumption; celebration of World Ocean Day 2008 in the context of climate change; youth involvement in ocean governance via youth parliaments; and capacity building on ocean research and management.

Programme details

Saturday 31 May 2008

16:15-17:30



The last will and testament of Branson Richards

Convenor:

Jack Rouse, Chief Executive Officer, Jack Rouse Associates, Cincinnati, USA

Combining practical content with humour, "The Last Will and Testament of Branson Richards" will take audience members on a fast-paced interactive journey, as they attempt to win funding for a new science centre from a fictional, billionaire philanthropist. The convenor of this session will lead the audience in an interactive session to develop the strategic plan for the science centre. The goal? Prove they can develop a sustainable science centre in a fictional European city. This innovative workshop will address serious issues facing science centres today in a refreshing format.

16:15-17:30



Real learning: best evidence for the impact of science centres

Convenor:

Noel Jackson, Head of Education, Centre for Life, Newcastle, UK

Presenters:

Robin Hoyle, Director of Science, Glasgow Science Centre, Glasgow, UK
Dr Gerd Hombrecher, Board Member, KoelnPUB and WissenschaftsScheune, Koln, Germany

Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel
Maria Xanthoudaki, Head of Education and of International Relations, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy
Maritza Macdonald, Senior Director of Education and Policy, American Museum of Natural History, New York, USA

Ian Russell, Director, Interactives, North Derbyshire, UK

Silke Vorst, Scientific employee, Leibniz- Institute for science education, Kiel, Germany

Eva Jonsson, Deputy Director, House of Technology, Teknikens Hus, Luleå, Sweden

Amito Haarhuis, Head of Education, science centre NEMO, Amsterdam, Netherlands,

Dr Sergey Lovyagin, Project Manager, Moscow School of the Future, Moscow, Russia

Charlotte Ek, Educator, Swedish Museum of Natural History, Stockholm, Sweden

Susanna Edvall, Swedish Museum of Natural History, Stockholm, Sweden

Maria Machado, Educational Coordinator, Centro Ciencia Viva de Amadora, Amadora, Portugal

João Sousa, Educational Coordinator, Centro Ciencia Viva de Amadora, Amadora, Portugal

José Manuel do Carmo, Tavira Ciência Viva, Tavira, Portugal

We know that science centres and outreach projects make a real difference to the way that students perceive science. We also know that hands-on experiences form lasting memories. The problem is that the evidence for this positive contribution is sparse and often anecdotal. Learning is much more than remembering facts and in this poster session, contributors will show the variety of ways that real learning has occurred as a result of their work.

16:15-17:30



Programmes for small children

Convenor:

Erik Jacquemyn, Chief Executive Officer, Technopolis®, the Flemish Science Center, Mechelen, Belgium

Presenters:

Sally Montgomery, Chief Executive Officer, W5, Belfast, UK

Xavier Limagne, Director of exhibitions, Cité des sciences et de l'industrie, Paris, France

Jörg Ehtreiber, Director, FRida & freD Children's Museum, Graz, Austria

Several science centres have a separate area for young children; other institutions specifically target young children. Such places for children usually consist of an exhibition with interactive exhibits, but of course, these can be complemented with programs and activities specially developed for the young visitors. Different examples of activities for small children will be presented: workshops, demonstrations, outreach projects, and more.

16:15-17:30



New technologies for science, music and art content: theoretical approaches and pilot experiences

Convenor:

Miha Kos, Director, The House of Experiments, Ljubljana, Slovenia

Presenters:

Mario Campanino, Project manager for New Approaches to Education, Fondazione IDIS-Città della Scienza, Naples, Italy

Anne Billaut, Cultural Manager, Le Vaisseau, Strasbourg, France

Ana-Maria Marhan, Senior Researcher, Institute of Philosophy and Psychology - Romanian Academy, Bucharest, Romania

This session reflects on the use of new technologies for the presentation of contents related to science, art and music in science centres. The starting point is the observation that concentrated use of technologies does not necessarily improve communication. The three interventions will firstly expose some theoretical lines and then the pilot actions – exhibitions or educational programmes – in which they are applied. During the discussion, the speakers will try to delineate the common aspects between the three different circles.

Programme details

Saturday 31 May 2008

16:15-17:30



Too hot to handle? – engaging with controversial topics

Convenor:

Mikko Myllykoski, Experience Director, Heureka, the Finnish Science Centre, Vantaa, Finland

Presenters:

Paulo Gama Mota, Director, Museum of Science, University of Coimbra, Coimbra, Portugal

Roland Schaer, Director of Science and Society, Cité des sciences et de l'industrie, Paris, France

Júlio Borlido Santos, Science Communicator, IBMC - Institute of Molecular and Celular Biology, Porto, Portugal

How do science centres pick up and deliver the issues they wish to communicate? How to deal with risks and challenges of our societies? What are the expectations, beliefs and fears of our visitors? What do we know, believe and ignore as science communicators? Two science museums and a research institute present new formats and strategies in tackling hot topics: depletion of biodiversity and impact of GMOs.



17:30-18:15

Closing Ceremony



20:00-23:00

Farewell Party at the Transport Museum

Pre-conference tours

Pre-conference Tour 1: 27 May, 2008

Pre-conference Tour 2: 28 May, 2008

Guided sightseeing tour in Budapest (orientation tour)

Departure: 14:00 hrs Hungarian Natural History Museum, entrance area

Return: 18:00 hrs, Hungarian Natural History Museum

The city's unique location makes it one of the most beautiful cities in the world. The hills of Buda and the flat plain of Pest are separated by the sweeping meander of the river which is still blue today on fresh, spring days. Caves, healing thermal springs, nature reserves – and all this in a bustling capital of 2 million people. Among the monuments there is a Roman amphitheatre, genuine Turkish baths, and the special Hungarian variation of Art Nouveau. Many of the capital's splendours have been awarded UNESCO Heritage status and protection. Participants will be shown a good selection of beautiful sights of this capital, situated on both banks of the river Danube, with a sweeping history that goes back more than 2000 years.

Join and fall in love with Budapest for a lifetime!

Ticket for the sightseeing tour costs € 27 per person.

The ticket price includes bus (pick up at Hungarian Natural History Museum, conference venue), English speaking guide, entrance fee into Matthias church travel by Buda Castle Funicular Railway.

Post-conference tours

Post – conference Tour 3: 1 June, 2008

Full day Danube Bend tour

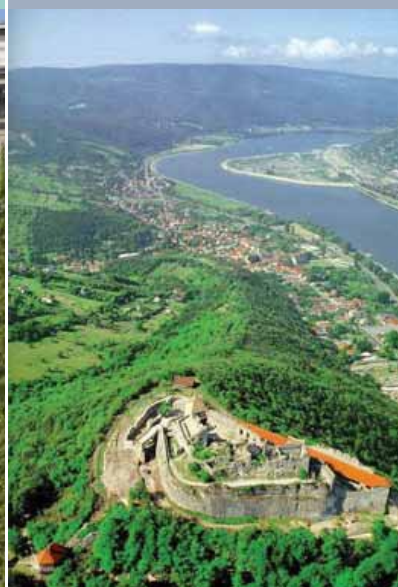
Departure: 09:00 hrs, 1 June 2008, at the Hungarian Natural History Museum

Return: 17:00 hrs, Hungarian Natural History Museum

A guided tour to explore the fabulous scenery of the Danube Bend. Nature has thrown its gifts on this land generously and man, who has lived here for centuries, added to it his edifices; both of them account for the special atmosphere of the region. The tour starts in Esztergom, the town that is known as the "Hungarian Rome" and afterwards proceeds to Visegrád, once a royal seat of medieval Hungary. In the afternoon, the group will take a walk in the lovely Baroque town of Szentendre, the little Hungarian town with the most peculiar Mediterranean atmosphere and visit Szamos Marzipan Museum in Szentendre, Hungary's first marzipan museum.

The tour price is € 70 per person

The tour includes: travel by bus (pick up at Hungarian Natural History Museum, conference venue), lunch, refreshments and entrance fees, an English speaking tour guide.



Post-conference tours

Post – conference Tour 4: 1 June, 2008

Full day Budapest tour - Guided sightseeing tour in Budapest

Departure: 09:00 hrs, 1 June 2008, at the Hungarian Natural History Museum

Return: 17:00 hrs, Hungarian Natural History Museum

Hungary's glorious capital Budapest is winning the hearts of all its visitors and its conference and incentive infrastructure is surprisingly sophisticated. Budapest is often, and correctly, compared to Paris and Vienna in the style of its architecture and in its elegant beauty. It is also a city with a definitely modern, strongly improving economy, Budapest is a European capital. Since Budapest is the city of spas, special attention is put on to offer spa hotels to conference participants.

Budapest is a magical place. It is rendered magical by the river, the Danube, which divides the city into two. Hills, mountains, the line of hotels on the Pest side, an air of history, the pleasant climate, festivals and cultural events prove that the city is indeed the pearl of the Danube.

The tour price is € 60 per person

The tour includes: travel by bus (pick up at Hungarian Natural History Museum, conference venue), lunch, refreshments and entrance fees, an English speaking tour guide.



Post-conference tours

Post – conference Tour 5: 1 June, 2008

Tour to Kiskunsag National Park, Bugac

Departure: 09:00 hrs, 1 June 2008, at the Hungarian Natural History Museum

Return: 18:00 hrs, Hungarian Natural History Museum

Bugac is the largest separate area of the Kiskunsag National Park. The amazing variety of different natural beauties and values include the highly protected Native Juniper Grove, sand dune forests and sand plains, marshes, bogs, boggy meadows, wet grasslands, sodic lakes and sodic plains. Several rare species of plants and animals find their habitat in the juniper and poplar forests of the sand dunes.

After arrival at Kiskunsag National Park Management Center in Kecskemet, visit at 'House of Nature', the main visitor center of Kiskunsag National Park: brief introduction to the activities of the center and afterwards short presentation about the educational and environment focused activities of the national park. The tour then proceeds to Bugacpuszta, participants will get on horse-driven carriages and visit at Bugac Shepherd Museum and the Native Juniper Grove, and later on enjoy a horse show demonstrating the skilfulness of the rangemen of Bugac and old shepherd's traditions.

The tour price is € 85 per person

The ticket price includes bus (pick up at Hungarian Natural History Museum, conference venue), English speaking guide, entrance fee and visit at House of Nature, afterwards travel to Bugacpuszta, visit at Bugac with lunch in Karikas csarda, a spectacular horse-show, and a tour to the Native Juniper Grove by horse-driven carriages.



Book your hotel

Hotels in the city centre

Block reservations for Ecsite delegates have been made in several hotels, in different price categories. Please, mention "Ecsite conference" when making your room reservation, whether you do it by phone, fax or email.

Note that no shuttle service will be provided during the Ecsite Annual Conference from any of the hotels. Hotels are located in the city centre, where there is an easy access to the Natural History Museum with public transport (metro, public buses, tram).

How to make the reservation

By fax or telephone: please contact the hotel of your choice, mentioning "Ecsite conference"

By e-mail: please download and complete the form on the Ecsite conference website (www.ecsite-conference.net) and email this document to your chosen hotel.

Hotel	Number of rooms	Prices	Stars	Deadline	Contacts
Sofitel Budapest	50	€230/single €255/double	5		www.accorhotels.com
Novotel Budapest Danube	50	€140/single €157/double	4		www.accorhotels.com
Mercure Budapest City Center	30	€130/single €150/double	4		www.accorhotels.com
Mercure Budapest Korona	150	€120/single €140/double	4		www.accorhotels.com
Novotel Budapest Centrum	80	€120/single €140/double	4		www.accorhotels.com
Mercure Budapest Museum	40	€115/single €135/double	4		www.accorhotels.com
Mercure Budapest Metropol	20	€105/single €120/double	4		www.accorhotels.com
Mercure Budapest Nemzeti	20	€105/single €120/double	4		www.accorhotels.com
Hotel Erzsébet	20	€92/single €104/double	3		www.danubiushotels.com
Ibis Budapest Centrum	40	€90/single €98/double	3		www.accorhotels.com
Tulip Inn Budapest Millennium	35	€88/single €100/double	3		www.hunguesthotels.hu
Ibis Budapest Heroes Square	30	€84/single €92/double	3		www.accorhotels.com
Ibis Budapest Emke	20	€82/single €90/double	4		www.accorhotels.com
Hostel Marco Polo	15	€52/single €32/per person			www.marcopolohostel.com
Hotel Fortuna	10	€44/single €55/double	3		www.fortunahotel.hu

Useful information

Budapest

This city is the essence of natural beauty, culture, tradition and vibrant urban life. The location of the Hungarian capitol on the western hilly side and eastern plain side of the Danube connected by several bridges, gives endless possibilities of finding amazing vistas of sunset skylines, magnificent buildings, and even forested hills with wildlife. Any visitor who wants to enjoy theatre, opera, jazz, world music, classical and contemporary music and ballet will find this city extremely rewarding. Basilicas, churches, galleries, art collections, libraries and museums offer kilometres of walls, halls and corridors to admire the heritage from Roman ruins to contemporary artists exhibited all over Budapest.

And besides the inherited values, culture lives on in the cheerful inhabitants of the city; a walk and some bargaining in the great markets, a morning coffee or a luxury dinner in the restaurants, a dip in the famous baths, a night in a discotheque or a jazz bar can give you opportunities to meet Hungarians and make your stay an unforgettable time.

Transport

To reach the conference venue (the Hungarian Natural History Museum) by means of public transport you can use the underground or the tram.

Underground

Take blue metroline (3rd). The venue is located between the KLINIKÁK and NAGYVÁRAD TÉR station

Tram

tram line number 24 to NAGYVÁRAD TÉR.

Taxis

City Taxi: Tel: + (36-1) 211-1111

(bank cards are accepted in these cabs)

6 X 6 Taxi: Tel: + (36-1) 466-6666

The route to the venue will be signposted from the KLINIKÁK underground station.

Address of the Hungarian Natural History Museum

Ludovika tér 2-6, 1083 Budapest

Tel: + (36-1) 210-1085

Fax :+ (36-1) 210-1075

From the airport to the Natural History Museum:

Use the Airport Minibus System, fixed rates for passengers.

Tel: (+36-1)-296 8555

Fax: (+36-1)-296 8993

Address of the Palace of Miracles and Millenaris Centre

(Host of the Nocturne)

1024 Budapest, District II, Fény u. 20-22. - Jövő Háza

Address of the Museum of Transport

(Host of the Farewell Party)

11 Városliget körút,

Budapest



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Registration form

If you want to register for the conference you can fill in the online form on www.ecsite-conference.net or fill in and fax this form to the Ecsite Executive Office at fax: +32 2 647 50 98

Ecsite Annual Conference 2008, Budapest, Hungary 29-31 May 2008

All conference delegates, speakers, convenors, exhibitors must register in order to participate at the Ecsite Annual Conference. This data will appear on the badge and participants' list. For remarks, use the comment box.

Title Ms. Mr. Dr. Prof.

First Name*	Family Name*
Job Position	Institution *
	Website of Institution
Address*	Postal Code*
	City*
	State/Province
	Country*
Phone (ex. +3215242025) +	Fax (ex. +3215242025) +
Mobile +	Email*

*obligatory fields

- Please tick if you do not want your mobile number to appear on the participants' list.
 Please tick if you do not want your e-mail to appear on the participants' list.

These data will be added into our database in order to keep you informed about our activities. You have the right to consult the information related to you, to correct them or to delete them. If you want to do this, please send us an e-mail: ecsite2008@ecsite.net

Registration for the pre-conference

Registration for the Pre conference training courses is open only to Ecsite Members. Please note that the number of places is limited (50 participants maximum), and that places will be allocated on first come first served service

Pre-conference training opportunities

I would like to register for the training course for explainers (May 27-28 2008).

The fee includes a welcome pack, documentation for the course, lunches, coffee breaks.

- Two-day training course for explainers, May 27-28 2008 €175

I would like to register for the Training Workshop for EU Proposals (May 28 2008).

The fee includes a welcome pack, documentation for the course, lunch, coffee breaks.

- Training workshop for EU Proposals, May 28 2008 €100

Registration to the conference

I would like to register for the Ecsite Conference 2008 (29 May – 31 May 2008);

The fee includes entrance to the conference, a welcome pack, programme brochure, lunches, coffee breaks, Gala Dinner, Nocturne and the shuttles.

- Ecsite members**
- | | |
|--|------|
| Registration by March 15 | €415 |
| Registration from March 16 to April 15 | €465 |
| Registration from April 16 to May 16 | €495 |
| Registration after May 17 and On site | €630 |

- Newcomer members***
Registration by April 15 €370

*For an institution attending an Ecsite Annual Conference for the first time. It includes one year associate membership and one free registration at the Annual Conference. New Full members also benefit from this opportunity.

- Non-members**
By May 16 €550
On site €630

- Business Bistro Exhibitors**
If your organisation has booked a booth at the Business Bistro of the Annual Conference 2008 select one of the categories below to benefit from the special conditions.
- Registration for a full exhibitor booth
 - Registration for a participating exhibitor booth
 - Registration for a corporate donor

- Students****
By May 16 €200
**Please fax or send by email a copy of your student card.

- One day registration*****
By May 16 €235
- Thursday May 29, 2008
 - Friday May 30, 2008
 - Saturday May 31, 2008

***One day registration does not include the social event of the day.

Pre and Post conference tours*

- Tour 1: Guided tour in Budapest, Tuesday May 27 2008 €27
- Tour 2: Guided tour in Budapest, Wednesday May 28 2008 €27
- Tour 3: Full day Danube Bend tour, Sunday June 1 2008 €70
- Tour 4: Full day Budapest tour, Sunday June 1 2008 €60
- Tour 5: Tour to Kiskunsag National Park, Bugac, Sunday June 1 2008 €85

*The tours will take place only if there is a guaranteed number of 15 participants.
All tours leave from Budapest and include transportation.

Social Programme

If you are registered for the full conference, as member, non member, student, newcomer member or Business Bistro exhibitor, the Gala Dinner and the Nocturne are included in your registration fees.

If you are attending the conference for one day and you want to attend some of the social events, please choose from the categories below.

- I would like to attend the Gala Dinner, Thursday May 29 2008 €65
- I would like to attend the Nocturne at the Palace of Miracles, Friday May 30 2008 €45

If you are registered for the full conference, as a member, non member, student, newcomer member or Business Bistro exhibitor, the Farewell party is not included in your registration fees.

- I would like to attend the Farewell party at the Transport Museum, Saturday May 31 2008 €40

Accompanying persons

If you are attending the Gala Dinner, Nocturne or Farewell party with a partner or friend, choose from the categories below.

I will be accompanied by guest(s) at the Gala Dinner, for a fee of €65 per guest

I will be accompanied by guest(s) at the Nocturne at the Palace of Miracles, for a fee of €45 per guest.

I will be accompanied by guest(s) at the Farewell party at the Transport Museum, for a fee of €40 per guest.

Special Requirements

If you have special requirements please fill the boxes below

Dietary requirements:

- vegetarian
- vegan
- other:

Other special requirements (accessibility, etc):

Comments:

Payment

A confirmation and invoice will be sent to you within two weeks after your registration. If you do not receive it, please do not hesitate to contact the Ecsite Executive Office at info@ecsite.net

If you would prefer your invoice to be issued in different details please mention the necessary information in the comment box above.

No refund for cancellations after 15 May 2008. Any cancellation before 15 May will be subject to a 10% administration charge.

Ecsite Executive Office; Ecsite, Rue Coudenberg 70/5, B-1000, Brussels, Belgium
Tel: +32 2 649 73 83, Fax: + 32 2 647 50 98
Email concerning registration: info@ecsite.net
Web: www.ecsite-conference.net

Ecsite Membership form

Become a Member of Ecsite

Ecsite - the European Network of science centres and museums promotes public engagement of science and technology, and facilitates co-operation between science-technology centres, museums and related institutions in Europe. Ecsite offers its members projects, programmes and services, sharing resources and information, aiming to improve and co-ordinate their activities.

If you want to become a member fill the form and fax it to the Ecsite Executive Office, fax: **+32 2 647 50 98**. Alternatively you can fill it online on the ecsite website: **www.ecsite.net** at the Members webpage.

Institution name

profit non profit

Type of Institution

- a) Science centre/Museum b) Association
c) Aquarium/Zoo d) Natural History Museum
e) Private company f) Other

Desired membership

- a) Full- for non-profit science centres and museums €1410
b) Associate- for smaller non-profit science centres and museums €340
c) Sustaining- for profit organisations with products, services €705
d) Corporate donors- for organisations who support Ecsite €5150

Offer valid until 15 April 2008

New Full and Associate members benefit from:

*One free registration at the Ecsite Annual Conference 2008

Name of Institution

Website of Institution

Email

Street Address

Zip/Code City

Country

Phone

Fax

Contact Person - First name

Title

Family Name

Job Position

Email

Description of your institution: Please send this information to **info@ecsitem.net**

Description of services: Please send this information to **info@ecsitem.net**

For more details on Ecsite please visit our website

www.ecsitem.net

Full members

1410 €/year

Full Members are non-profit science and discovery centres, museums and similar organisations

- Full members are voting members at the Annual General Meeting and can be elected to the Board
- Full members can be designated by the Board to become part of one of Ecsite's Committees.
- Full members are invited to attend the Directors Forums once a year.
- Full members are privileged partners for Ecsite's cooperative projects and have priority access to Ecsite services
- Full members receive regular information by mail on major Ecsite activities and receive the Ecsite Newsletter 4 times a year
- Full members benefit from a reduced fee at the Annual Conference

Associate members

340 €/year

Associate Members are smaller non-profit museums and science centres

- Associate members receive regular information by email on major Ecsite activities and the Ecsite Newsletter 4 times a year
- Associate members benefit from a reduced fee at the Annual Conference

Sustaining members

705 €/year

Sustaining Members are for-profit organisations who create products and services for the sector, and are keen to participate in Ecsite activities.

- Sustaining members receive regular information by email on major Ecsite activities and the Ecsite Newsletter 4 times a year
- Sustaining members benefit from a reduced fee at the Annual Conference

Corporate donors

5150 €/year

Listing and logo in the Annual Conference exhibitor programme

- 2 full registrations for the Full Ecsite Annual Conference
- Possibility to register 2 extra people at the Conference at a reduced fee of €225
- Logo in the Ecsite Newsletter and website for the full year
- One full page advertisement in the Ecsite Newsletter
- Corporate donors receive regular information by mail on major Ecsite activities and receive the Ecsite Newsletter 4 times a year
- Corporate donors get a free stand at our Annual Conference and additional advantages and promotional possibilities
- Listings and logo in the Annual Conference Exhibitor catalogue/programme
- 2 full registrations free for the Annual Conference

Information on the host organisations

At the Ecsite Annual Conference 2008, you are invited to discover both sides of the Danube, as five major institutions open their doors to welcome you. This consortium has come together in order to pool their expertise, human resources, venues and enthusiasm in preparation for what promises to be another particularly memorable and productive Conference.

Hungarian Natural History Museum

The Hungarian Natural History Museum is the most significant Natural History research institute in Hungary. The Museum was founded in 1802 when Count Ferenc Széchenyi offered his library and his numismatic collection for the benefit of the Hungarian nation. The Museum is composed of a number of departments:

- Anthropology
- Zoology
- Botany
- Mineralogy and Petrology
- Geology and Palaeontology
- and a Library

Furthermore, the Department of Education and Exhibitions is responsible for planning and building exhibitions, for organising visitor-friendly, interactive programs, and also for advancing the transfer of scientific knowledge to the general public. Since 1996 the Museum has been gradually moving in to its new building complex, the Ludovika, a former military academy. Also since that date, our permanent exhibition on the natural history of the Carpathian Basin has been complemented with internationally famed temporary exhibitions. Thanks to these new developments, the Museum attracts on average 250 000 visitors a year.

House of Future Centre

Millenaris is a cultural exhibition, entertainment and event centre. It was created on the site of the former Ganz Electric Factory in 2001 to commemorate the 1000 year anniversary of the foundation of the Hungarian state. The original assembling halls were partly destroyed leaving four major buildings. One of them, the Teátrum, houses a well-equipped film studio (890 m²), which can also be used for concerts, theatre performances or conferences. Fogadó, at the entrance of the park, is a multi-functional hall for concerts, children's programmes, workshops, all kinds of performances and also serves as a meeting point with its cafeteria. Two other exhibition halls contain the House of Future exhibition and the Palace of Miracles science museum for children. The new building connecting the two old halls is the entrance for the exhibitions and the upper part, the Pixel Gallery, serves as a show place for media art. All these features and the well-maintained 35 000 square metre green park with its ponds make Millenaris a perfect spot for recreation and cultural activities.

Palace of Miracles

The Palace of Miracles was the first science centre in the Central and Eastern European region with a permanent exhibition. The permanent exhibition was opened in September 1996 in an old industrial building in the Váci street. It was operating there for 8 years. In 2005, the Palace of Miracles moved to the 'D' building in the Millennium Park. The exhibition area here is about 2000 square metres, with more than 100 large exhibits. It has about 300.000 visitors a year. The Palace of Miracles has been an Ecsite member almost since the foundation of the network (formerly through the Budapest Science Centre Foundation) and has widespread connections and cooperation with many other European science centres.

Transport Museum

The Transport Museum, the biggest technical museum in Hungary, has been operating since 1896 in the City Park of Budapest. The Museum's collection contains numerous important historical relics from every branch of transportation. There are original vehicles and models exhibited as well. World famous 1:5 scale models of railway history are presented to the visitors. The museum is very popular among children, and attracts many groups from schools as well as families with its interesting range of programmes. It draws almost 300 000 visitors per year.



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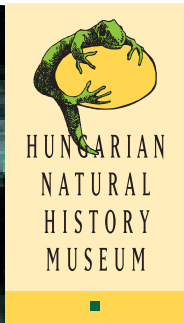


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