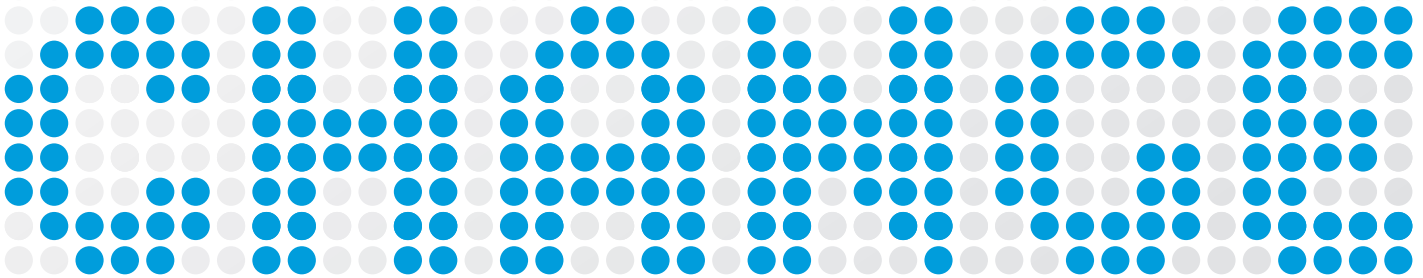


ersite 
European
Network
of Science Centres
and Museums

Directors' Forum

2 – 4 December 2010
Natural History Museum, London



*It is not the strongest of the species that survives, nor the most intelligent that survives.
It is the one that is the most adaptable to change* **Charles Darwin**

 **NATURAL
HISTORY
MUSEUM**

Faced with an ever-changing society and economy, how do science centres and museums adapt to the challenges that these changes bring?

This year's Ecsite Directors' Forum takes us to the Natural History Museum London. Among this awe-inspiring institution's 70 million specimens, we will look at the types of change that affect us, and the changes we make as an institution.

Four fantastic speakers

This year, the format of the sessions is simple: it focuses on inspiration from outside, and in-depth discussion among directors. We will take four topics relating to change, and each topic will form the basis of a session. One of four innovative, sparky keynote speakers will launch each topic with a brief, provocative, inspiring presentation, drawing on stories from their work, ideas from other fields and from broader perspectives. Our heads buzzing with ideas, we will follow up each presentation with in-depth discussion groups, allowing the time to thoroughly talk over the issues raised, sharing ideas and drawing our own conclusions among directors.

The four keynote speakers will raise key questions for our institutions.

- How is science changing in its relationship to society, and what stance do our institutions adopt in response?
- The media, too, is rapidly evolving – what institutional changes do science centres and museums need to make, in order to keep up?
- What does the future hold for our field, and how will we need to position ourselves in the years to come?
- And how can we become institutions which truly change the world?

Making changes within Ecsite

Ecsite as a network faces some significant strategic changes too. We have extended the Directors' Forum to incorporate a crucial Extraordinary Meeting of Ecsite Full members in order to discuss the proposed revision of the statutes of our network as an organisation. This discussion will result in a final revision to be voted on during the AGM at the Ecsite Annual Conference in Warsaw, 2011.

We will also involve Ecsite Full members in the strategic planning process currently underway, in order to ensure all Full members have the opportunity to have their say in planning Ecsite's future work.

It is with great pleasure that we welcome all Ecsite Full members to this historic institution for our annual Directors' Forum.

Programme outline

Ecsite board members only

Wednesday 1 December 2010

20.00 *Restaurant L'Etranger* Ecsite Board Dinner (by invitation only)

Thursday 2 December 2010

09.00 *Board room* Ecsite Board Meeting (by invitation only)

12.30 *Tree Gallery* Ecsite Board Lunch (by invitation only)

Thursday 2 December 2010

09.30–14.30 *Flett Lobby* **Registration**

Note: for your jackets, please use the cloak rails provided at the registration desks, and not the visitors' cloakrooms.

Morning Tours of the Natural History Museum.

- Retail & Catering – profitably providing a service
- Interactive Media – content from end-to-end
- Exhibitions, Projects & Production – delivering an intensive programme
- Learning – delivering impactful learning experiences
- Visitor Services – managing 4.5 million visitors

14.00 *Flett Lobby* **Opening of the Directors' Forum 2010**

Michael Dixon, Director of the Natural History Museum London, and Hans Gubbels, President of Ecsite welcome you to this year's Directors' Forum.

14.15 *Flett Lobby* **Directors Forum: Session 1**

An inspiring keynote speech will set the tone of the debate, sparking discussions which are then allowed to continue in groups and over coffee.

Ben Goldacre is an award-winning writer, broadcaster, and medical doctor who specialises in unpicking dodgy scientific claims made by journalists, government reports, pharmaceutical corporations, PR companies and quacks. He has written the weekly *Bad Science* column in the *Guardian* newspaper since 2003. "*Bad Science*" the book has sold 240,000 copies, reached #1 in the UK paperback non-fiction charts, and is being published in 18 countries. He has worked on a number of documentary series for the BBC addressing subjects such as the placebo effect and the influence of "lifestyle nutritionists".

At the Ecsite Directors' Forum 2010 he will speak about on the changing relationship between science and the media.

Q&A Chair: Kirk Ramsay, Chief Executive, Glasgow Science Centre, UK

16.00 *Flett Theatre* **Directors Forum Session 2: Research in society**

A second keynote speech launches the debate, and after questions and answers, participants again gather around tables for discussions in groups and over coffee.

Angelika Hilbeck is a senior scientist at the Institute of Integrative Biology at ETH Zurich, Switzerland. Her research focuses on biosafety issues and concepts for environmental risk assessment and post-release monitoring of GMOs, and she is heavily engaged in developing countries in Africa, South America and Vietnam. She also holds an adjunct scientist position at Genoek – Centre for Biosafety, University of Tromsø, Norway and is Co-Director of Studies for the Z-Node PhD program for artists in science fields at the University of the Arts, Zurich. She is co-founder and president of the European Network of Scientists for Social and Environmental Responsibility.

At the Ecsite Directors' Forum 2010 she will speak about the changing stakes in scientific research, and the consequences for the field of public engagement.

Q&A Chair: Michele Lanzinger, Museo Tridentino di Scienze Naturali, Trento, Italy

17.45 *Flett Theatre* **Interactive Media at the Natural History Museum**

A short presentation from Ailsa Barry, Head of Interactive Media at the Natural History Museum London.

Ailsa Barry joined the Natural History Museum in 2003. In her role as Head of Interactive Media she is responsible for the strategic direction and implementation of digital media across web, mobile and gallery installations. Ailsa has extensive experience in working across a range of media and digital organisations including Microsoft, BBC, AltaVista and Vodafone. She has led the development on a variety of innovative digital programming and applications, most recently this included the development of the Museum's NaturePlus initiative and the interactive film, 'Who Do you think you really are?' Ailsa presents and consults on new media developments across the sector.

18.15 **Guided tours of the Natural History Museum**, to include: Palaeontology Conservation Unit, Rare Books Room, EMMA labs, Mineralogy

19.00 *Spirit Collection, Darwin Centre*
Drinks in the Natural History Museum's Darwin Centre
among hidden treasures such as the giant squid and specimens collected by Charles Darwin.

20.00 *Spirit Collection, Darwin Centre*
We follow drinks with dinner in the room of the zoology spirit collection.

Friday 3rd December 2010

09.00 *Flett Theatre* **Ecsite Extraordinary Meeting of Full members: Revision of Statutes**
Representatives of Ecsite's Full member institutions are formally invited to further discuss the Ecsite statutes, in preparation to vote on these statutes at the following AGM in Warsaw, May 2011.

11.30 Coffee break

12.00 *Flett Theatre* Ecsite Strategic planning meeting, part one

Colin Johnson, facilitator of Ecsite's strategic planning process, then convenes a meeting which reports on the strategic planning currently underway for Ecsite, and invites Ecsite Full members to contribute to this process, translating strategic decisions into actions. This work will be pursued on Saturday morning.

13.00 *Flett Theatre* **Directors Forum Lunch**

14.30 **Directors Forum Session 3: Human Resources**

Our third keynote speaker launches the second afternoon, again sparking discussions which are then allowed to continue in groups and over coffee.

Duncan Mayo is Human Resources Manager at the global academic publisher John Wiley & Sons based in Oxford. He has extensive experience working in the HR arena with a number of diverse organisations across both public and commercial sectors. He has been involved in the development and implementation of a number of change management programmes including those created as a response to the economic situation. He is a chartered member of the Institute of Personnel & Development and holds a post graduate diploma in employment law.

At the Ecsite Directors' Forum 2010 he will speak about change and human capital.

Q&A Chair: Linda Conlon, Chief Executive, Centre for Life, Newcastle-Upon-Tyne, UK

16.30 *Flett Theatre* **Directors Forum Session 4: Organisational change**

The Forum's final keynote speech sets the tone of the final debate, and after questions and answers, participants gather around tables for one last time to discuss in groups and over coffee.

John Holden was previously Head of Culture at Demos and is a Visiting Professor at City University. He has Masters Degrees in law and art history and his main professional interest is in the development of people and organisations in the cultural sector. He has been involved in numerous major projects across the sector, from libraries to music to heritage, and has worked with many organisations such as the BM, the V&A, the RSC and the ROH. John's publications include *Capturing Cultural Value*, *Democratic Culture*, *Cultural Diplomacy* and *Culture and Class*. He has given numerous keynote speeches in the UK, Europe, Asia, North America and Australia. He is a member of the Strategy Board of the Clore Leadership Programme, as well as the Advisory Boards of the AHRC and the Institute for Cultural Diplomacy in Berlin, and is a Fellow of the Royal Society of Arts.

At the Ecsite Directors' Forum 2010 he will speak about creative approaches to organisational change.

Q&A Chair: Goéry Délaçôte, Chief Executive, At-Bristol, Bristol, UK

18.30 Tours of the Natural History Museum – behind-the-scenes.

19.00 *Spirit Collection, Darwin Centre*

Drinks in the Natural History Museum's Darwin Centre

among hidden treasures such as the giant squid and specimens collected by Charles Darwin.

20.00 *Darwin Centre Atrium* **Special Dinner**

Join us in the Atrium of the Natural History Museum's Darwin Centre for a memorable evening meal alongside the gigantic cocoon structure designed by C F Møller Architects of Denmark.

Saturday 4th December 2010

09.30 *Flett Theatre* **Ecsite Strategic Planning meeting**

This meeting, continued from Friday morning, reports on the strategic planning currently underway for Ecsite, and invites Ecsite Full members to contribute to this process, translating strategic decisions into actions.

12.30 Close