

PEOPLE PLANET PEACE

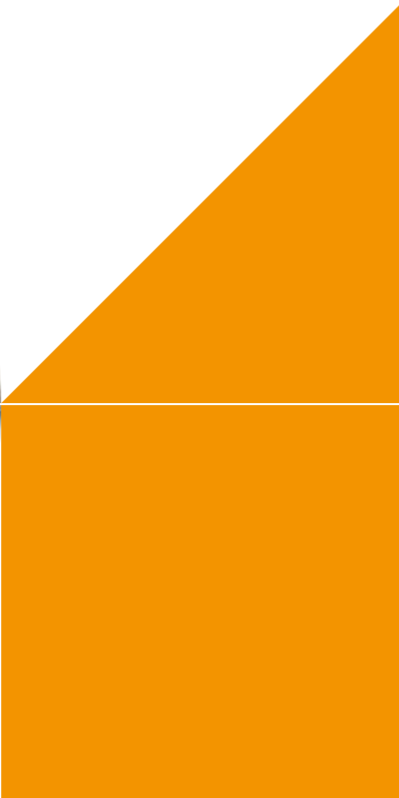
**ECSITE ANNUAL CONFERENCE 2014
25TH EDITION**

Pre-Conference Workshops	20 – 21 May 2014
Conference	22 – 24 May 2014
Host	Museon, The Hague

Venue	World Forum Convention Centre
Sessions	78
Speakers	over 350
Exhibition space	Open 22 – 24 May 2014 with over 55 exhibitors

Each night of the conference features a special social event such as the Nocturne at Museon.
Guided networking opportunities are offered to newcomers.





TWENTY-FIVE YEARS OF EUROPE'S PREMIERE SCIENCE COMMUNICATION CONFERENCE

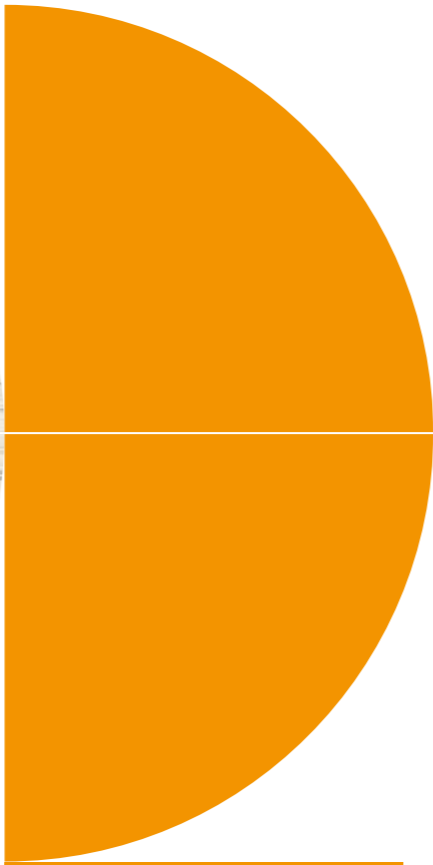
Ecsite and Museon, Museum for culture and science, are delighted to invite you to a milestone 25th Ecsite Annual Conference in The Hague, Netherlands. Join over 1,000 fellow science communicators in this celebration of scientific culture. For more than two decades, the world's most renowned science communication professionals have gathered at the Ecsite Annual Conference and set the precedent for Europe's leading science communication event.

A sophisticated programme, diverse delegates, and unparalleled networking potential make the Ecsite Annual Conference a cornerstone of the science communication field in Europe and the rest of the world. It is the quintessential event at which to exchange on all conceivable aspects of the science communication profession.

Year after year, the programme is fresh and relevant by continuously evolving with the field and the times. Over 75 conference sessions and a growing list of Pre-Conference Workshops are buzzing hives of in-depth inquiry advancing diverse topics including:

- Incorporating current research into exhibits and public engagement activities
- Innovating ways to engage diverse publics with science and technology
- Exercising effective management methods
- Maximizing the potential of new media and social media
- Keeping pace with ever-changing technological and scientific innovation
- Advocating effectively on science-related issues
- Demonstrating connections between science and society
- Transforming inspiring concepts into tangible exhibits

Ecsite Annual Conference statistics tell a story of exponential growth in the science engagement field. In 2000, the conference attracted 300 people; **by 2013 attendance had increased to 1,058 attendees from 50 different countries.**



THE HAGUE, NETHERLANDS, WELCOMES YOU

International City of Peace and Justice – it's a title The Hague carries with pride. The city exudes elegance and dignity as the home base of almost every international organization in the field of peace and the administration of justice.

The Hague also holds its own when it comes to art and culture, featuring the Gemeentemuseum with its iconic De Stijl paintings by Piet Mondrian, the Mauritshuis showcasing priceless works by Rembrandt and Vermeer, and of course Museon which is an interactive museum for culture and science.





25TH ANNUAL CONFERENCE THEME PEOPLE, PLANET, PEACE

Innovation, problem-solving, progress, adaptation, inclusion and resilience are terms associated with scientific inquiry, but they are also necessities for life in the 21st century.

Science centres and museums channel the power and rationality of science to solidify their roles as socially inclusive and inspirational forums for learning. What could be a better formula for peace, a healthier planet and empowered people?

We can continue to expand this People, Planet, Peace-oriented ethos in countless ways.

How can our institutions use exhibits, collections, design and marketing to make the science and technology of global challenges more accessible to audiences?

What about intergenerational learning? Are science centres and museums thinking about visitors of all ages when communicating the problems and possible solutions of our times?

Equipping visitors with physical tools to innovate by tinkering is an inspiring mode of engagement gaining greater momentum and pushing more people to seek solutions. Visitors are even co-designing exhibits and exhibitions. Our institutions demonstrate that people's creative engagement with science is limitless.

We live in a world where making connections and sharing information is faster and easier than ever. Our institutions can form partnerships inside and outside the science communication field to realize projects for sustainable development and to reduce disparities between individuals and nations.

Facilitating a paradigm for peace and justice and embracing an open, multi-cultural society that stimulates social inclusion and equity are ideas that our institutions are learning to master.

Scientific culture is part of a sustainable future. From tackling water management and climate change adaptation to developing new technologies and quantum computing - all these advancements begin with public engagement with science and technology. Science centres, museums and all actors of the science communication field are not simply running businesses but are here to improve our world by sharing a world of knowledge.



DOING BUSINESS AT THE ECSITE ANNUAL CONFERENCE

THE BUSINESS BISTRO, 22-24 MAY 2014

The Ecsite Business Bistro is the social and commercial hub of the Ecsite Annual Conference; part coffee bar, part trade show, it's a relaxed environment in which to explore cutting edge products and strike commercial deals. Book a booth and do business with the science communication decision-makers of Europe and beyond.

More than 55 booths will be available in the conference centre next to the session rooms.

The coffee breaks take place in the Business Bistro alongside the internet café to ensure maximum business opportunities between your company and Ecsite conference delegates.

The lively Business Bistro Happy Hour, which always promises a large crowd, kicks off on Friday afternoon of the conference.

Online registration will open 22 October 2013 at www.ecsite.eu/annual_conference

Booths are reserved on a first come, first served basis. Direct inquiries to Lucy Schweingruber: lschweingruber@ecsite.eu



GET INVOLVED: CALL FOR PROPOSALS 2014

Are you inspired to organize a session at the Ecsite Annual Conference? Fill in a session proposal form from the beginning of September 2013 on the Ecsite Annual Conference website www.ecsite.eu/annual_conference.

Here you will also find detailed guidelines about the call for proposals and details on how to submit a session proposal. Have a look at what others are proposing and exchange your ideas with Ecsite network colleagues in the Session Ideas section.

DEADLINE FOR PROPOSALS: FRIDAY 25 OCTOBER 2013

SESSION FORMATS

Ecsite encourages a mix of session styles. For 2014, we propose the following session formats:

Panels (maximum 4 speakers) / Interactive and workshop Reverse / Posters / Project poster showcase

For explanations of these session formats, see the guidelines on www.ecsite.eu/annual_conference.

For all other session-related inquiries, contact
Lucy Schweingruber: lschweingruber@ecsite.eu

ECSITE ANNUAL CONFERENCE FACTS, FIGURES AND DATES

The numbers tell the story

Ecsite Annual Conference years	25
Participants expected in 2014	1100
Countries represented in Europe and worldwide	55
Speakers and convenors	380
Number of sessions	78
Session hours	100
Pre-Conference participants	200
Exhibitors	55

KEY DATES

22 October 2013	Business Bistro booking opens
25 October 2013	Deadline for session and Pre-Conference Workshop proposals
7 February 2014	Online conference registration opens
7 March 2014	Deadline for early-bird registration



PRE-CONFERENCE WORKSHOPS, 20-21 MAY 2014

Pre-Conference Workshops have experienced a boom in popularity, drawing over 240 participants in 2013.

Ecsite's four Thematic Groups each offer a Pre-Conference Workshop.

When Ecsite members choose to work together on a specific topic, a Thematic Group can be set up. These groups are learning communities made up of experts from Ecsite institutions and are driven by their will to share experience and knowledge in these areas:

The REV group facilitates research and evaluation of science centres and museums across Europe.

The NATURE group promotes the natural sciences and strengthens stakeholder partnerships benefitting the planet.

The SPACE group seeks new and exciting ways to communicate European space achievements.

THE Group is a learning community for explainers which investigates their roles and heightens training practices.

A call for proposals for Ecsite members to suggest four additional Pre-Conference Workshops will be launched. Pre-Conference Workshop proposals are submitted the same way as Session proposals at: www.ecsite.eu/annual_conference.

Pre-Conference Workshops focus on one subject and run for one or two days.



HOW DO I REGISTER?

FEES & REGISTRATION

	ECSITE MEMBERS		NON MEMBERS	
	VAT incl.	VAT excl.	VAT incl.	VAT excl.
Pre-Conference (20-21 May 2014)				
One day By 7 May	€ 108.90	€ 90.00	€ 139.15	€ 115.00
Two days By 7 May	€ 217.80	€ 180.00	€ 278.30	€ 230.00
<i>The above registration fees include lunch and coffee breaks.</i>				
Conference (22-24 May 2014)				
Before 7 March	€ 532.40	€ 440.00	€ 713.90	€ 590.00
Before 7 April	€ 592.90	€ 490.00	€ 750.20	€ 620.00
Before 7 May	€ 629.20	€ 520.00	€ 750.20	
On site	€ 798.60	€ 660.00	€ 847.00	€ 700.00
Students By 7 May		€ 399.30	€ 330.00	

The above fees are for three days conference, including daily hot lunches, coffee breaks, a sit-down Gala Dinner, an exciting Nocturne evening and other surprises.

One-day registration	€ 314.60	€ 260.00	€ 314.60	€ 260.00
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The above fee includes hot lunch and coffee breaks only.

The online registration opens 7 February 2014 on the conference website www.ecsite.eu/annual_conference

All fees indicated correspond to one registration.

Member rates only apply to staff of current Ecsite member institutions for whom 2014 membership fees have been paid before registration.

All fees are subject to Dutch VAT standard rate of 21%.

QUESTIONS?

The Ecsite Annual Conference website www.ecsite.eu/annual_conference is regularly updated with useful information such as hotel recommendations, host city maps, registration deadlines and more. Subscribe to Ecsite e-news on the front page of www.ecsite.eu to stay informed about conference updates each month. Follow **@Ecsite** on **Twitter**, join us on **LinkedIn** and find us on **Facebook**.

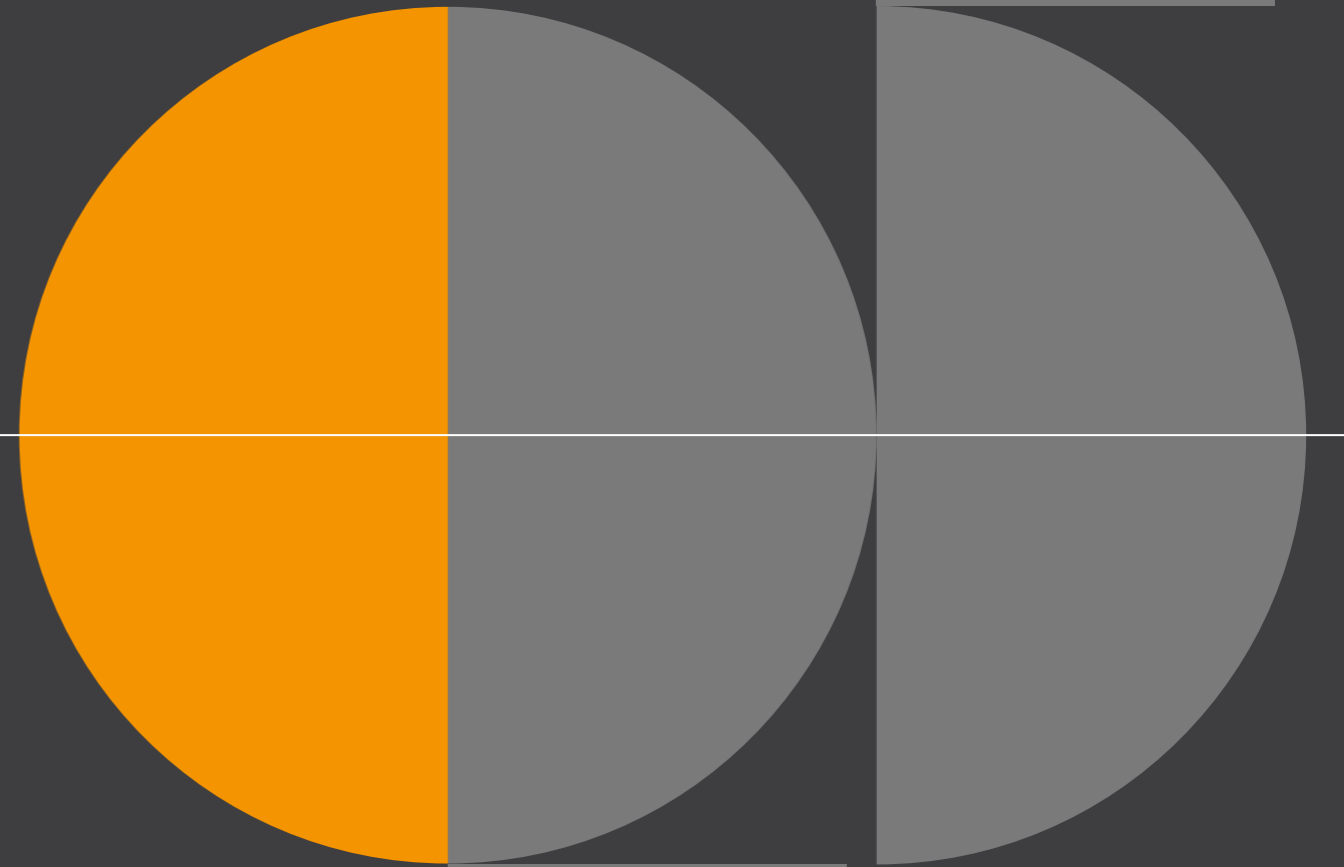
ECSITE ANNUAL CONFERENCE PROGRAMME COMMITTEE

Camille Pisani (Chairperson)	Royal Belgian Institute for Natural Sciences, Brussels, Belgium
Leonel Alegre	Pavilion of Knowledge - Ciência Viva, Lisbon, Portugal
Antonia Caola	Museo delle Scienze, Trento, Italy
Laurent Chicoineau	CCSTI Grenoble, La Casemate, Grenoble, France
Catherine Franche	Ecsite, Brussels, Belgium
Kim Herlev	Experientarium, Hellerup, Denmark
Heather King	King's College, London, United Kingdom
Maarten Okkersen	Museon, The Hague, Netherlands
Lucy Schweingruber	Ecsite, Brussels, Belgium
Anne Solli	Universeum, Gothenburg, Sweden
Vlasta Volak	Techmania, Pilsen, Czech Republic

ECSITE'S MISSION

Ecsite, the European network of science centres and museums, facilitates cooperation and collaboration among science centres, museums and related institutions throughout Europe. In this spirit, our network strengthens citizen engagement and interaction with science. With over 400 members in more than 50 countries, we are the European focal point for institutions who wish to take action in the field of science communication. Our network is an intellectual hub connecting culturally and institutionally diverse professionals and networks in science communication; together, we are the definitive European voice in public science engagement.

www.ecsite.eu



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ATTN

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