

Ecsite Directors Forum: Crossing Borders **24-26 November 2011** **Cologne, Germany**

*The Ecsite Directors Forum 2011 is co-organized by Odysseum Science Adventure in Cologne, Germany, and Continium Discovery Center in Kerkrade, Netherlands.
The Directors Forum is only open to Ecsite's Full Member institutions.*

Crossing borders

Our world is evolving at a faster and faster rate making it necessary for us to quickly adapt and change. Some changes and new developments are crucial for science centers and museums. We need to run with the times and be flexible since we often end up conducting business in new territory, between traditional borders. Sometimes we are required to cross these borders altogether.

This year's Directors Forum is taking a look at our changing professional world from two different angles: crossing borders within our own field, but also crossing borders as a way of reaching out to learn from other sectors.

Four fantastic speakers

Four keynote speakers will reflect on science in society topics, following from our successful format in 2010.

Financing nonprofit institutions, addressing gender issues, engaging audiences and marketing a message will be the topics on offer. Get ready for fresh ideas and stimulating discussions that cross all kinds of borders.

Keynote speakers

Rachel Armstrong (scientist and artist) is a sustainability innovator and an interdisciplinary researcher with a background in medicine. She has collaborated with artists and architects to create a new experimental space to explore scientific concepts and re-engage with the creativity of science. She creates open innovation platforms for academia and industry to address environmental challenges such as carbon capture, recycling, smart living materials and new approaches to sustainable design. She has presented her innovative ideas on TED Talks and was awarded a TED Fellowship and a Senior TED Fellowship in the same year.

PROCESSING

Koert van Mensvoort (artist, scientist, designer, inventor, philosopher, doctor, blogger) studied computer science, art and philosophy (MFA, MSc) and currently works on a cross-section of these disciplines. Van Mensvoort does not work in one specific medium or style, but rather, picks the most suitable medium with every concept – ranging from essays, documentaries, fountains, games, paintings, websites and events. Van Mensvoort uses art and design as a means to materialize philosophy. The most profound experience in his life has been the discovery of next nature: nature caused by people. Thematically, all his work revolves around the changing relation between people, technology and nature – relations which he believes are the most important story of our time. He also directs the Next Nature Foundation in Amsterdam and the Lab at Eindhoven University of Technology.

Roland Csaki (nonprofit marketing and communications expert) will give an overview of what works (and what doesn't) in digital fundraising and offer some ideas on future trends. Roland is a member of the World Wide Fund for Nature (WWF) International's fundraising development department which focuses on the world's largest emerging fundraising markets. He is responsible for individual fundraising in most Central and Eastern Europe countries including Russia, Poland and Turkey. Roland is also in charge of the WWF's taskforce for building a global mobile phone fundraising and mobilization strategy. In his previous position he was Director of Communication and Fundraising at WWF Hungary and also worked for Greenpeace.

Vanessa Campo-Ruiz (scientist, researcher, physician, science communicator) is the Science Officer to the Chief Executive of the European Science Foundation (ESF). Her work focuses on building collaborative alliances with international organizations and managing overarching science policy initiatives on topics such as research integrity, research careers, gender balance, education and science policy management. She is also a member of the Governing Board of Euroscience, and serves as a panelist or expert reviewer at different boards worldwide linked with healthcare, research, and science policy. She collaborates with the European Research Area Board and with the Council of Europe. Dr. Campo-Ruiz is a physician scientist (MD PhD) with experience in surgical and anatomic pathology, featuring a research fellowship at Harvard University, USA, and in corporate research management as Chief Research Officer at Hospital General Universitario Gregorio Marañón in Spain. After training at the *Instituto de Estudios Superiores de la Empresa* (IESE) Business School in Spain, and at the Spanish School of Diplomacy, as well as carrying out managerial duties at the Karolinska Institute in Stockholm, Sweden, she embarked on a career in international consulting in science and technology management, science policy advising and lecturing.

FOUNDERS

Ecsite strategy discussion

Representatives of Ecsite's Full Member institutions are invited to discuss an important topic in the Ecsite Strategic Path: how to collect and publish research data on the outcomes, impact, and management of science centres and museums.

The first part of the session will comprise presentations of best practices in the field of data collection and impact studies, with a specific attention to: socio-economic impact, informal learning and benchmarking.

Presentations will offer concrete examples of how crucial data collection and impact studies have become in European countries and notably in the UK following the Frontier Economics Report in which national government requested a probe of the value and long-term impact for visitors of science centres and museums. Practical examples from other countries whose science centres have been asked to document their relevance and effectiveness will also be presented.

Facilitator: Colin Johnson, Ecsite Honorary Member

Speakers:

- Peter Trevitt, CEO, Techniquist, Cardiff, UK (informal learning)
- Sharon Ament, Director of Public Engagement, Natural History Museum London, London, UK (benchmarking)
- Ernesto Paramo, Director, Parque de las Ciencias de Granada, Granada, Spain (social demographic impact)

In the second part of this session, Ecsite's Full Members will be invited to contribute to Ecsite's Strategic Path by discussing which types of research data they prioritize. By working in groups, participants will share experiences, reflect on the current situation and debate which research data should be a focus for Ecsite. They will also assess how to become involved in the collection of information on the impact and outcomes of their institutions.

Future Search Conference

Future Search is a meeting concept that unites people from different walks of life in the same conversation.

Participants in Future Search meetings discover common ground through dialogue about their past, present and desired futures. These meetings rely on mutual learning among stakeholders which, in turn, becomes a catalyst for action.

On Saturday morning we will join with 40 students from Holland and Germany for a morning long Future Search Conference led by an experienced convener.

Our goal is to find common ground as directors of institutions - which pride themselves for empowering people - with students who might have different views about what empowerment means. We hope the experience will offer you new ways of thinking about the future of your institution. You will likely come away with insights you might not have gained from your usual professional circle.

Convenor:

Dr. Klaus Schenck, experienced coach, counselor and facilitator

For more information about the Future Search method:

www.futuresearch.net/index.cfm

PROGRAMME

Ecsite Board members only

Wednesday 23 November 2011

19.00 Ecsite Board Dinner at Weinhaus Brungs, Marsplatz 3-5, Köln (by invitation only)

Thursday 24 November 2011

9.00 – 12.30 Ecsite Board Meeting at Odysseum Science Adventure (by invitation only)

12.30 – 13.30 Ecsite Board Lunch at Odysseum Science Adventure (by invitation only)

Ecsite Directors Forum 2011

Thursday 24 November 2011

13.30	<i>Registration</i>
14.00	Welcome and Opening of the Directors Forum 2011 <i>Robert Firmhofer, Ecsite President and Director of Copernicus Science Centre, Warsaw, Poland</i>
14.15	Keynote Speech: Financing non-profit organizations <i>Roland Csaki, Nonprofit marketing and communications expert, Hungary</i>
15.00	Question and answer
15.30	<i>Coffee Break</i>
16.00	Ecsite strategy discussion – Part 1 Facilitator: <i>Colin Johnson, Ecsite Honorary Member</i> Speakers: <i>Peter Trevitt, CEO, Techniquet, Cardiff, UK (informal learning)</i> <i>Sharon Ament, Director of Public Engagement, Natural History Museum, London, UK (benchmarking)</i> <i>Ernesto Paramo, Director, Parque de las Ciencias de Granada, Granada, Spain (social demographic impact)</i>
17.30	Report on the delivery of the Ecsite Strategic Path <i>Robert Firmhofer, Ecsite President</i>
17.45	Collective announcements and projects showcase
18.15	<i>Visit to Odysseum</i>
19.30	<i>Dinner at Odysseum</i>

Friday 25 November 2011

9.00	Ecsite strategy discussion – Part 2 Facilitator: <i>Colin Johnson</i> , Ecsite Honorary Member In this meeting – continued from Thursday afternoon – representatives of Ecsite’s Full Member institutions are invited to work in groups and share experiences, reflect on the current situation and debate which research data should be a focus for Ecsite.
10.30	<i>Coffee Break</i>
11.00	Keynote Speech: Women as agents of change <i>Vanessa Campo-Ruiz</i> , Science Officer to the Chief Executive of the European Science Foundation (ESF), France
11.45	Question and answer
12.15	<i>Busses depart Odysseum – travel to Continium, Kerkrade</i>
13.15	<i>Arrival at Continium and lunch</i>
14.00	Welcome speech at Continium
14.15	Keynote Speech: Engaging with science and technology <i>Rachel Armstrong</i> , sustainability innovator and interdisciplinary researcher, UK
15.00	Question and answer
15.30	<i>Coffee Break</i>
16.00	Keynote Speech: Engaging audiences through new methods <i>Koert van Mensvoort</i> , artist, scientist, designer, inventor, philosopher, doctor and blogger, Netherlands
16.45	Question and answer
17.00	<i>Busses depart Continium – travel to Aachen, Germany</i>
17.30	<i>Visit to Rheinisch-Westfälische Technische Hochschule (RWTH) in Aachen</i>
18.45	<i>Busses depart RWTH Aachen – travel to restaurant</i>
19.00	<i>Dinner in Aachen,</i>
21.00	<i>Busses depart restaurant for Cologne</i>

Saturday 26 November 2011

9.30	Future Search Conference - Part 1 Facilitator: <i>Dr. Klaus Schenck</i> , experienced coach, counselor and facilitator Future Search is a meeting concept that unites people from different walks of life in the same conversation. Through dialogue about their past, present and desired future, participants in Future Search meetings discover their common ground. These meetings rely on mutual learning among stakeholders which, in turn, becomes a catalyst for action. Participants will join 40 students from the Netherlands and Germany for a morning long Future Search Conference led by an experienced convener.
10.30	<i>Coffee Break</i>
11.00	Future Search Conference - Part 2 Facilitator: <i>Dr. Klaus Schenck</i> , experienced coach, counselor and facilitator
12.00	<i>Closing</i>

Registration

To register at the Directors Forum, please use the [Online Registration Form \(http://tinyurl.com/3b8m2ya\)](http://tinyurl.com/3b8m2ya) by 9 November 2011.

The fee for this year's Forum, which includes all meals and bus services to and from Kerkrade, is **€170 + German VAT**.

Please note that this fee will not be refunded if registration is cancelled after 9 November 2011.

We invite you to make your own arrangements for travel and accommodation. Please refer to the separate document sent to you along with this Second Announcement for information about travel and accommodation.

Venues

Odysseum Köln
Corintostraße 1
51103 Köln
Germany

Discovery Center Continium
Museumplein 2
6461 MA Kerkrade
Netherlands

Schedule

Thursday, November 24th 2011, from 13:30 to 18:15

Friday, November 25th 2011, from 9:00 to 17:00

Saturday, November 26th 2011, from 9:30 to 12:00

Participants will spend both nights at accommodation in Cologne and a bus service will provide transport to and from Continium Discovery Center in Kerkrade on 25 November where a segment of the day's activities will take place.

Please do not hesitate to contact Marzia Mazzonetto, Ecsite Projects Coordinator, for questions related to the Directors Forum:
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