



Journalists' pack 2018 Ecsite Annual Conference

7-9 June, Geneva, Switzerland

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Practical Information

- Website: <http://www.ecsite.eu/annual-conference>
- Programme: <http://www.ecsite.eu/annual-conference/programme>
- Twitter: [#Ecsite2018](#) and follow [@Ecsite](#)
- Pictures uploaded daily on the Ecsite [flickr account](#) during the conference, slideshow video published every morning on Twitter and Facebook.

Interviews can be arranged and media assistance is available on-site. The event will mostly take place at the [CICG Convention centre](#).

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General media advisory, 1 June 2018

1,100+ science communicators to gather in Geneva, Switzerland

Geneva, Switzerland – Ecsite, the European network of science centres and museums, will draw up to **1,100 science communicators** from over 45 countries to its Annual Conference. It is open to all professionals who engage audiences with science and technology, whether working in science centres, museums, research bodies, festivals, universities or companies, etc. The conference will be celebrating its **29th edition** and is hosted by the Natural History Museum of Geneva in partnership with CERN, University of Geneva Scienscope, and Campus Biotech.

The three-day event will run **7-9 June 2018** and showcase the latest research and developments in **public engagement with science** through dynamic sessions, debates, workshops and a **trade show** called the Business Bistro. Pre-conference meetings and workshops, held two days prior to the main conference (5-6 June 2018), will give in-depth insight into numerous aspects of the science communication field.

The programme offers a diverse mix of more than **90 sessions delivered by over 400 speakers**, ranging from science communication in the post-truth era to exhibition narratives. Other covered topics include responsible research, gender equity, touring exhibitions or virtual reality.

High profile guest speakers will be:

- **Keynote speaker James Beacham**, particle physicist at CERN.
- **Keynote speakers Giulia and Jill Enders**, author and illustrator of the internationally acclaimed book *Gut: The Inside Story of Our Body's Most Underrated Organ*

More than **50 exhibitors** will be showcasing their latest products and services at the buzzing Business Bistro and participants will be able to get hands-on in **two workshop spaces**, the MakerSpace and the GameLab. Not to forget the many networking opportunities like the Gala Dinner held at The Vernets ice rink; the Nocturne, an evening of science entertainment at the Natural History Museum of Geneva; and the Farewell Party, at the Bâtiment des Forces Motrices (BFM).

Quote

"The stage is ready for the largest professional science communication event in Europe: the Ecsite Annual Conference. The strength and beauty of our conference lies in the balance between spotless planning and spontaneity: we're giving 1,000+ enthusiastic participants a fully kitted stage and a solid narrative canvas, and invite them to make their own story." **Hebert Mürder, President of Ecsite**



About Ecsite

Ecsite is the European network of science centres and museums. Ecsite's vision is to foster creativity and critical thinking in European society, emboldening citizens to engage with science. Its mission is to inspire and empower science centres, museums and all organisations that engage people with science, and to promote their actions. Founded almost 30 years ago, the network gathers more than 350 organisations in Europe and world-wide. www.ecsite.eu

About the conference hosts

Natural History Museum of Geneva

The Natural History Museum of Geneva (NHMG) is the largest natural history museum in Switzerland and one of the top ten in Europe. Founded in 1820, the Museum now employs more than 100 people, welcomes about 300,000 visitors each year and houses 15 million specimens in its collections.

With its international reputation, the NHMG aspires to be a scientific and cultural innovator lying right at the heart of society and its development. Generating new knowledge about the natural world and its diversity, and encouraging new ways of thinking, the Museum offers researchers and members of the public alike new resources and experiences in the realms of science, history of science and information technology, along with opportunities for stimulating interaction and debate.

www.museum-geneve.ch

University of Geneva

The University of Geneva, Switzerland, was founded in 1559 by Jean Calvin and Théodore de Bèze and ranks amongst the top 60 best universities in the world. It enjoys worldwide recognition and develops an ever-strengthening international network.

The University of Geneva fulfils three missions: education, research and knowledge-sharing. It welcomes about 17,000 students in its nine faculties and is a founding partner of Campus Biotech, the life science hub for the Geneva Lake region.

www.unige.ch

CERN

At CERN, the European Organization for Nuclear Research, physicists and engineers are probing the fundamental structure of the universe. They use the world's largest and most complex scientific instruments to study the basic constituents of matter – the fundamental particles. The particles are made to collide together at close to the speed of light. The process gives the physicists clues about how the particles interact, and provides insights into the fundamental laws of nature.



Founded in 1954, the CERN laboratory sits astride the Franco-Swiss border near Geneva. It was one of Europe's first joint ventures and now has 22 member states.

www.home.cern

Campus Biotech

With its 40,000 square meters of talent, equipment, skills and scientific collaborations located in the heart of Geneva, Campus Biotech has made the Lake Geneva region one of the world's leading research centers in the field of neuroscience and digital and global health. More than a thousand specialists work side by side, favoring multidisciplinary approaches and widening the field of human knowledge. Many academic and industrial partners contribute to the success of Campus Biotech. With a shared goal: to put science at the service of concrete progress that will have a positive impact on society and the world.

www.campusbiotech.ch



Highlight: 2018 Mariano Gago Ecsite Awards to be revealed at Opening ceremony (7 June)

And the winners are...

The winners of the 2018 Mariano Gago Ecsite Awards will be announced at the Opening Ceremony of the Ecsite Annual Conference in Geneva on 7 June (9.45-11.00) by Sharon Ament, Chairperson of the Jury and Director of the Museum of London. Representatives of winning organisations will be stepping on stage to receive their trophy and share a few words about their project.

Created in 2015, the Mariano Gago Ecsite Awards encourage creative and impactful work within the informal science education sector.

The awards are named after José Mariano Gago (1948 - 2015), a key figure of European science engagement. He was a founder of the Portuguese *Ciência Viva* network of science centres and an active contributor to Ecsite activities over the years.

Open to all Ecsite members, they provide an incentive and reward whose prestige contributes to the development of excellence in science engagement.

There were two categories this year:

The Smart and Simple category celebrates simple, innovative and creative solutions in science engagement. It recognises the power of smart ideas that prompt a “**I wish I had thought of that one!**” reaction from other professionals – this is why **nominations for this category were put forward by peers.**

The Sustainable Success category celebrates **long-lasting impact**: projects that embody the values of science engagement, that are visionary and socially relevant.

Find out more on the [dedicated page](#).

Full news with quotes to be released on the Ecsite website very soon after the announcement.



More about the keynote speakers

James Beacham – Friday 8 June, 10.30

Particle physicist with the ATLAS group at The Ohio State University, based full-time at CERN. Find his biography [here](#) on his personal page.

James Beacham has given a [TEDx talk](#), regularly takes part in public events and lectures and is involved in a physics and music art-science project (all his outreach projects [here](#)). He was part of the Geneva March for Science organising committee in March 2017 (see his talk at the March [here](#)).

Giulia and Jill Enders – Saturday 9 June, 10.30

[Giulia Enders](#) is the author and Jill Enders the illustrator of the internationally acclaimed book *Gut: The Inside Story of Our Body's Most Underrated Organ*. Giulia is enrolled in a PhD programme in gastroenterology at Goethe University in Frankfurt, Germany. She won a Science Slam competition with her talk on gut, which led to the book, illustrated by her sister. See a TEDx talk by her [here](#). In line with this year's "Creative Collisions" theme, the two sisters will be sharing the stage and their talk will include a reflection on their own interdisciplinary collaboration.

2018 ECSITE CONFERENCE

CREATIVE COLLISIONS 7-9 JUNE 2018
GENEVA / SWITZERLAND



A selection of sessions you might want to attend (Editor's pick)

Design musts

- [Exhibition narratives: latest developments](#), Thurs 7/06, 16.30, room 1
- [The metaphor factory](#), Thurs 7/06, 16.30, room 13
- [Escape games: an inspiration for science communication?](#), Fri 8/06, 9.00, room 1
- The exponential potential of narrative – [parts 1](#) & [2](#), Fri 8/06, 12.00 and 14.30, room 4
- [Serious game changer](#), Sat 9/06, 9.00, room 1
- [The future of science centre exhibitions](#), Sat 9/06, 12.00, room 6

Learning musts

- [Visitor research: the methodological mash-up](#), Fri 8/06, 9.00, room 4
- [Humans versus machines: who is the better museum mediator?](#), Fri 8/06, 9.00, room 6
- [Orchestrating profound object-based learning](#), Fri 8/06, 12.00, room 5
- [Strengthening school visits to our exhibitions](#), Fri 8/06, 12.00, room 15
- [Mathematical interactive exhibits and bodily engagement](#), Fri 8/06, 14.30, room 6
- [Bringing formal and informal education closer together](#), Fri 8/06, 14.30, room 15
- [21st century skills: which mechanisms to foster them?](#), Sat 9/06, 9.00, room 6
- [For adults only: adult science capital](#), Sat 9/06, 14.30, room 3
- [Offering alternative creative learning spaces](#), Sat 9/06, 14.30, room 18

Science communication & politics / policy

- [Technology advocates or whistle blowers?](#), Fri 8/06, 9.00, room 3
- [Stakeholders interactions platforms: lessons learnt](#), Fri 8/06, 14.30, room 5

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- [Science communication in the post-truth world: a workshop](#), Sat 9/06, 9.00, room 3
- [The city: an arena for new forms of science communication](#), Sat 9/06, 9.00, room 18
- [Political compromises: the right balance](#), Sat 9/06, 14.30, room 13

Societal questions

- [Empowering society through science communication](#), Thurs 7/06, 12.00, room05
- [Catalysts for societal changes: really our role?](#) Thurs 7/06, 14.30, room 18
- [Science shops: participatory innovation, research and equity](#), Thurs 7/06, 14.30, room 15
- [A decade of RRI: stepping stones or erratic stones?](#) , Thurs 7/06, 16.30, room 15
- [Empowering growth and leadership: towards gender equity in your institution](#), Thurs 7/06, 16.30, room 4
- [Inclusion: aligning strategy and practice](#), Sat 9/06, 9.00, room 4
- [Purposeful brands and science engagement: common ground for social impact?](#), Sat 9/06, 14.30, room 4

More towards "pure" science communication

- [Communicating the quantum revolution](#), Thurs 7/06, 14.30, room 13
- [Public engagement with evolution: beyond giraffes and genes](#), Fri 8/06, 12.00, room 3
- [Learning to grasp the future: a simulation tool](#), Fri 8/06, 12.00, room 13
- [Scientists as explainers: pros and cons](#), Fri 8/06, 17.00, room 5

Intriguing session formats

- Throughout the conference: the [GameLab](#) and [Maker Space](#) (respectively dedicated to game development and tinkering) are interactive & visually interesting places. They are both situated on floor -1.
- [Small and big sins of science communication](#), Fri 8/06, 9.00, room 13
- [Escape room demonstration](#), Fri 8/06, 12.00, GameLab

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- [Citizen science on trial](#), Fri 8/06, 14.30, room 1
- [Can you feel it? A science revival meeting](#), Sat 9/06, 12.00, room 1
- [The quintessential pubquizz](#), Sat 9/06, 16.30, room 3