

ECSITE ANNUAL CONFERENCE 2012

EUROPEAN NETWORK OF SCIENCE CENTRES AND MUSEUMS



ECSITE ANNUAL CONFERENCE
2012 TOULOUSE

CITÉ DE L'ESPACE, TOULOUSE, FRANCE, 31 MAY - 2 JUNE

BLASTING OFF TOWARD TOULOUSE 2012



In the heart of Southern France, nestled between the Mediterranean Sea and the Atlantic Ocean, is a charming city balancing rich cultural heritage and modern innovation. Cité de l'espace, in Toulouse – France's fourth-largest city – is the proud host of Ecsite's 2012 Conference.

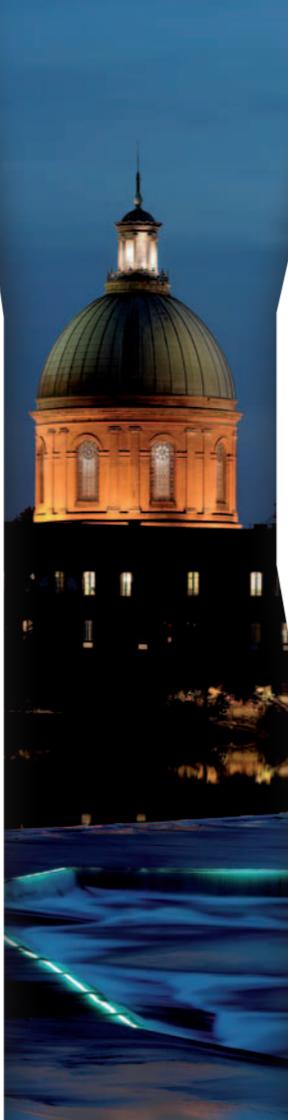
"We are really excited to be involved in the preparation of this conference," says Jean Baptiste Desbois, CEO of Cité de l'espace. "We are like a space team launching a mission!"

Professionals from science centres, natural history museums, universities, aquariums, zoos, research institutes and private companies will converge in Toulouse in spring 2012 to discuss the hottest topics in **science communication**.

Get ready for cutting-edge developments in the field, over **70 inspiring sessions, debates, workshops**, a range of warm social engagements and unparalleled **networking** opportunities for which Ecsite Conferences have become famous.

Two days of **Pre-Conference workshops** will take place at Cité de l'espace on 29 and 30 May and the **main conference** will be held at a state-of-the-art venue in central Toulouse on May 31, June 1 and 2. The city's famed Natural History Museum, also a partner of this year's conference, will open its doors and give you the chance to experience world-class collections and luscious bio diverse gardens.

Bring your ideas, meet new faces, reunite with colleagues and challenge yourself. We look forward to welcoming you to Toulouse, a gem of scientific culture in Midi-Pyrénées France, from 31 May to 2 June, 2012.



The numbers tell the story

Years of Ecsite Annual Conferences: 23
Participants expected in 2012: 1000
Speakers and conveners: 300
Number of sessions: 75
Session hours: 100
Exhibitors: 55
Countries represented: 55
Pre-Conference workshops: 6
Pre-Conference participants: 200

In 2000, the Ecsite Annual Conference attracted 300 people; by 2009 we had increased attendance to one thousand. The Ecsite Annual Conference is the second-largest science communication event in the world and you don't need to be an Ecsite Member to join in on this amazing experience.

CONFERENCE FOCUS SPACE AND TIME, UNLIMITED



Space and time pervade contemporary science and technology; from cosmic exploration to minute nanotechnologies, or the plodding tempo of evolution to the speed of light. Some of the most intriguing scientific inquiry and discovery has, and continues to be, built on principles of space and time.

These two concepts – literally and symbolically – challenge science centres and museums with endless options and opportunities.

We tackle the practical aspects of space and time while overseeing outreach programmes, taking part in projects with consortiums of geographically dispersed institutions or while planning our institution's management strategy.

Space and time also influence how we keep pace with scientific, technological and social development: For example, when we develop social media campaigns, engage with the ever-expanding world of virtual visitors and exhibitions or strategize on the best ways to effect social change.

How can we use time and space to communicate science in new and innovative ways so that we remain relevant to our audiences? Can our institutional spaces keep up with the times in an unlimited way?

Exhibitions and collections, institutional strategizing, communications and marketing, education, learning and social presence – time and space have unlimited influence over all facets of our work.

Submit session proposals to the 2012 Ecsite Annual Conference by 25 October 2011 and share your vision of how to make science centres and museums timeless spaces. We want to see you in Toulouse, France, 31 May - 2 June 2012



SESSION IDEAS

This list of session ideas is by no means strict or exhaustive. We always look forward to receiving session proposals on any aspect of our field. Put your creativity to the test and share your work.

Exhibitions and collections

- Time and space considerations during production
- Virtual and physical museums in comparison
- Co-development: Sharing time and space
- Real-time news events and their impact on exhibitions
- Devoting space and money to preserve memory throughout time

Education and learning

- Lifelong and life-wide learning
- Time and space as conceptual topics
- Time requirements for thorough evaluation
- Spaces conducive to learning and educating
- Conveying contemporary science to the public

Management and strategy

- Working effectively and strategically from a distance
- Investing time to save money
- Defining management networking spaces
- Strategic timing in the political arena
- Permanent spaces in contrast with science events

Communication, marketing and media

- Two-way communication with the public
- Use of social media
- Creating buzz through viral marketing
- How physical space determines our communication style

Science in society

- Science centres and museums: Spaces with social impact?
- Addressing demography and culture in our spaces
- To be, or not to be, politically and socially neutral spaces?
- Spaces of public participation and engagement

CALL FOR PROPOSALS

Be actively involved in the Ecsite Annual Conference 2012 by organising a conference session. Visit the conference website for insight into building your session and then fill in the proposal form.

If you have any questions regarding sessions, please send an email to agiannakopoulou@ecsite.eu

Deadline for proposals: 25 October 2011

Visit www.ecsite.eu/annual_conference for helpful guidelines on the Call for Proposals and further information on how to submit your session proposal. If you have an idea about a session theme but have not yet found all the partners you need to organise your session, use the Session Ideas page located under Call for Proposals. Have a look at what others are proposing, leave your comments, and get in touch.

Formats

We want the conference sessions to provoke in-depth discussion, provocative presentations and interactive experiences. Proposed formats for the sessions are:

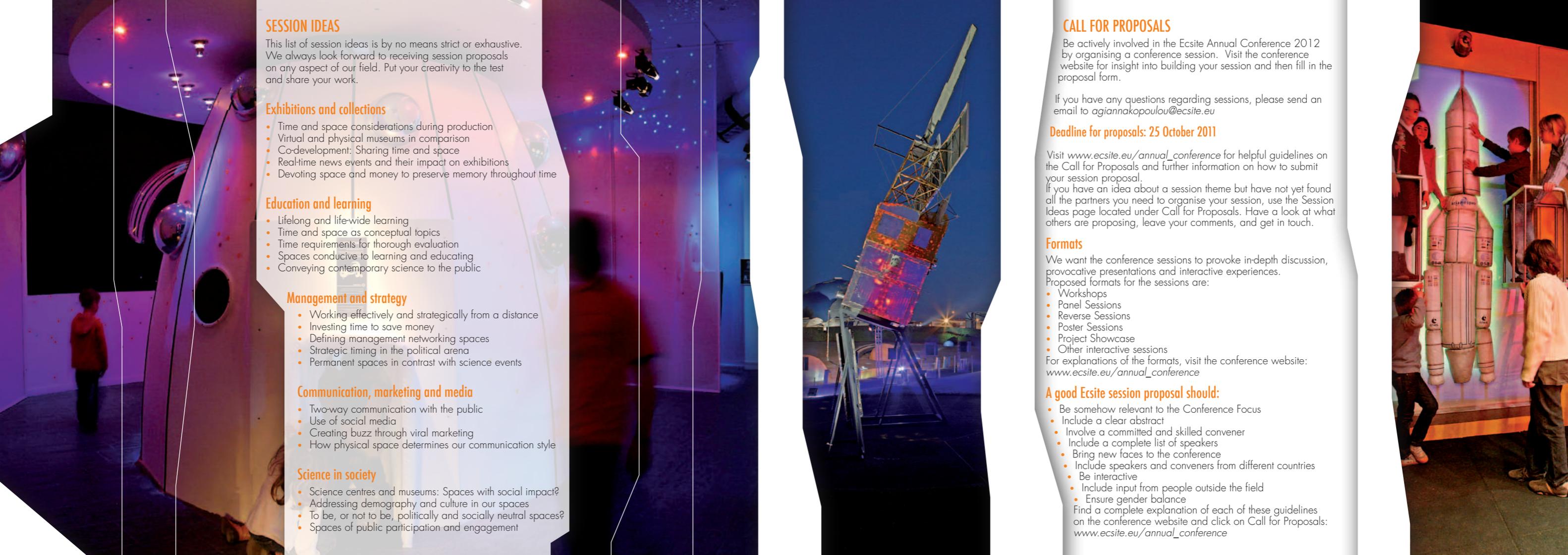
- Workshops
- Panel Sessions
- Reverse Sessions
- Poster Sessions
- Project Showcase
- Other interactive sessions

For explanations of the formats, visit the conference website: www.ecsite.eu/annual_conference

A good Ecsite session proposal should:

- Be somehow relevant to the Conference Focus
- Include a clear abstract
- Involve a committed and skilled convener
- Include a complete list of speakers
- Bring new faces to the conference
- Include speakers and conveners from different countries
- Be interactive
- Include input from people outside the field
- Ensure gender balance

Find a complete explanation of each of these guidelines on the conference website and click on Call for Proposals: www.ecsite.eu/annual_conference



PRE-CONFERENCE WORKSHOPS, 29-30 MAY 2012

Interactive workshops, training courses and meetings attract over 200 people to our two Pre-Conference days.

EQUIPPING THE EXPLAINER (29-30 May)

Brought to you by Ecsite's THE Group, this workshop will focus on the explainers' profession and their work with visitors. Training will be provided through interactive activities, contributions from keynote speakers and from your fellow participants.

RESEARCHING AND EVALUATING YOUR INSTITUTION (29-30 May)

It's more important than ever to be able to research and evaluate the impact of our institutions. This two-day workshop is hosted by Ecsite's Research and Evaluation (REV) Group. Sign up to be in the know about new research methods and ideas in the field of evaluation.

CONVEYING NATURE (30 May)

Ecsite's Nature Group convenes a one-day workshop on how to effectively convey nature-related topics in science centers and museums. Learn how to inspire visitors and awaken in them a desire to become protectors of the natural world.

CREATING ACCESSIBLE EXPERIENCES (29-30 May)

Enhancing the accessibility of your exhibits opens up a whole new world for people with sensory and physical disabilities as well as visitors without disabilities. This two-day workshop will combine theoretical sessions with case studies and practical exercises with special attention paid to exhibitions, infrastructure, activities and websites. This workshop is aimed at exhibit developers.

BUILDING A FUNDRAISING STRATEGY (29-30 May)

This workshop organized by the Ecsite office will benefit science centres and museums that want to begin or improve their fundraising strategy. Through examples, case studies and practical exercises, participants will gain an understanding of fundraising fundamentals, learn how to recognize potential donors and gain insight into how their organization can implement a successful strategy.

DESIGNING INTERACTIVE MOBILE EXPERIENCES (30 May)

As smartphones and tablets become more and more popular with visitors, science communication professionals face multiple challenges in designing and evaluating interactive mobile experiences around these devices. This workshop will focus on deploying mobile applications as part of exhibitions and educational programmes by presenting examples developed in various science centres.

Workshop places are limited, so book early.
Online registration opens in **February 2012.**



BUSINESS BISTRO

Book a booth in our Business Bistro and show everyone what's new in the world of exhibitions, technology, services and all other things related to modern science communication.

We promise an engaging Business Bistro with more than 50 booths and installation spaces available on the exhibition floor. All conference coffee breaks are held among the booths, as well as our Happy Hour on Friday afternoon, offering maximum networking opportunities to exhibitors in a relaxed and approachable atmosphere. Use this opportunity to **meet the decision-makers** of science centres and museums one-on-one.

Spaces are limited and disappear quickly, so book early by completing the online registration form available at the end of October 2011 on the conference website: www.ecsite.eu/annual_conference.

For any questions, or to pre-book your space, contact us at: businessbistro@ecsite.eu



REGISTRATION FEES

FULL CONFERENCE

ECSITE MEMBERS

By March 20: €430
March 21 to April 20: €480
April 21 to May 18: €510
On site: €655

Registration fees for full conference, include daily hot lunches, coffee breaks, a sit-down Gala Dinner, an exciting Nocturne evening and other surprises.

STUDENTS

By May 18: €210

One-day registration
By May 18: €245

NON MEMBERS

By March 20: €575
March 21 to May 18: €595
On site: €695

NEWCOMER MEMBERS

*By April 20: €400

PRE-CONFERENCE WORKSHOPS REGISTRATION

Equipping the explainer (29-30 May)

By May 18: €180

Researching and evaluating your institution (29-30 May)

By May 18: €180

Conveying nature (30 May)

By May 18: €90

Creating accessible experiences (29-30 May)

By May 18: €180

Building a fundraising strategy (29-30 May)

By May 18: €180

Designing interactive mobile experiences (30 May)

By May 18: Free, but registration is mandatory

*For an institution attending the Ecsite Annual Conference for the first time: this includes one year Associate Membership and one free Annual Conference registration. New Full Members also benefit from this opportunity.

Fees are subject to French VAT if applicable.

Online registration opens in **February 2012** on the conference website: www.ecsite.eu/annual_conference



KEY DATES

- **25 October 2011:** Deadline for session proposals
- **October 2011:** Business Bistro booking opens
- **February 2012:** Online Conference registration opens
- **20 March 2012:** Deadline for first early-bird registration

HOTELS

A wide range of hotels at very competitive prices will be listed on the conference website. We encourage you to make your reservations early.

USEFUL INFORMATION

For Conference questions, contact Aiki Giannakopoulou the Ecsite Conference Coordinator: agiannakopoulou@ecsite.eu

For Business Bistro questions, contact: businessbistro@ecsite.eu

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