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International Public Science Events Conference

2011 International Public Science Events Conference Organizing Committee

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Gerri Trooskin, The Franklin Institute
Jan Riise, European Science Events Association (EUSCEA)
Ben Wiehe, Science Festival Alliance



A collaboration of UCSD, the MIT Museum, UCSF, and the Franklin Institute working toward the better integration of science and technology into public cultural life by building a community of professionals dedicated to fostering world-class science and technology festivals. Funding for the Science Festival Alliance is provided by the National Science Foundation.



Sciencecafes.org was created with the help and input of many science café organizers, and is intended as a community resource that will support and encourage the growth of science cafes.

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An official pre-conference of:



February 16th - 17th 2011
Washington Convention Center
801 Mount Vernon Place NW
Washington, DC

Wednesday, February 16

Day one theme: Why and how science events work

- **8:00** **Conference space opens** Room 146A
- **9:00 – 10:45** **Why and how are science events successful?** Room 140A
Tracy Day, Co-Founder, World Science Festival
Vittorio Bo, Director, Genoa Science Festival
Kathy Sykes, Co-Director, Cheltenham Science Festival
 Moderator: **Steve Snyder**, VP, Exhibit and Program Development, The Franklin Institute
- **11:00 – 12:00** **Science Events Expo** Room 146A
- **12:00 – 12:45** **Boxed lunch** Room 146A
- **12:45 – 1:35** **Day one concurrent sessions 1**

Balancing entertainment and education Room 140A
 How do we increase the fun factor of events, and audience engagement, without diluting the science or educational message? Format: Discussion

Brian Malow, Science Comedian, sciencecomedian.com
Darlene Cavalier, Founder, Science Cheerleader

A scientist walks into a bar: How to start a science cafe Room 143A
 Learn how the science cafe format can work and has worked with various communities. Discussion will be informed by years of on-the-ground experience with different cafe styles, budgets, and ranges of audiences. Format: Workshop

Melissa Beattie-Moss, Coordinator, Research Unplugged, Penn State University
Brian Wallheimer, Science Writer, Purdue University
Andrew Velkey, Director of Undergraduate Research, Christopher Newport University

Knowing what works: Festival evaluation Room 143B
 A review of festival literature and examples of evaluation results from two 2010 festivals will spark discussion of what festival impacts can realistically be measured and how. Format: Discussion

Colleen Manning, Director of Research, Goodman Research Group
Molly Priedeman, Research Assistant, Goodman Research Group
Karen Peterman, Karen Peterman Consulting

- **1:45 – 2:35** **Day one concurrent sessions 2**

Bringing science to where the audiences are Room 140A
 Want to bring science to the public but have no money and little time to spare? Go to where the audiences and interests already exist. Discussion will start off with examples of proven, inexpensive, and effective outreach approaches, including joining street fairs, farmers markets, and other non-science public events. Format: Discussion

Brian Schwartz, Director, Science & the Arts Program, The Graduate Center, CUNY

Broadening participation in public science events Room 143A
 Science events tend to attract a demographic of usual suspects that is primarily white and/or Asian and middle-class. To increase participation of diverse audiences (e.g. people of color, immigrants, working-class families) organizers must implement a culturally relevant marketing campaign for each defined audience. We will explore successes and pitfalls of outreach strategies that aim to broaden participation. Format: Workshop

Madhusudan Katti, Associate Professor, California State University
Danielle Lee, Urban Outreach Coordinator, SCOPE

Strategies for evaluating science cafes with adult and teen audiences Room 143B
 Learn about evaluation strategies for science cafes and implementing the results. Discussion will be informed by reports on the science cafe outreach program in the US, as well as the summative evaluation findings of a three-year teen cafe project in New Mexico. Format: Discussion

Karen Peterman, Karen Peterman Consulting
Colleen Manning, Director of Research, Goodman Research Group
Susan Foutz, Senior Research Associate, Institute for Learning Innovation

- **2:45 – 3:35** **Day one concurrent sessions 3**

Embedding engagement: Sustaining a year-round program Room 140A
 How can organizers build events into a comprehensive year-round calendar? What are the opportunities and challenges this approach poses to audiences, partner institutions, and funders? Session leaders present lessons learned from two initiatives: the University of Aberdeen's Public Engagement with Science strategy, and Science Chicago's yearlong "Life's a Lab" celebration. Format: Presentation followed by discussion

Ken Skeldon, Head of Public Engagement With Science, University of Aberdeen
Rabiah Mayas, Director of Science and Integrated Strategies, Museum of Science and Industry

Public science events: Program formats and what's new Room 143A
 Explore new ideas in community science events, including different formats such as science cafes, forums and hybrid events. Discussion will be informed by first-hand experience with changing venues, altering your format, and working with festivals and technology. Format: Workshop

Alaina Schulner, Special Events and Education Marketing Manager, Pacific Science Center
Jonathan Frederick, Science Program Manager, Morehead Planetarium and Science Center

Get them there, and keep them coming back Room 143B
 In the best case, an event's design is informed by how people will find out about it and what will motivate them to participate. What are the best ways to fully integrate marketing into event planning? And how do we craft our messages so that each event is leveraged to keep audiences engaged with our ongoing mission? Format: Discussion

Christoph Rahofer, President, Event Marketing Service
Cat Aboudara, Special Programming Manager, California Academy of Sciences

- **3:35 – 3:45** **Coffee Break** Room 140A

- **3:45 – 5:00** **Day one concurrent sessions 4**

Innovative events showcase Room 140A
Science Cabaret: **Ann Marie Cunningham**, Executive Director, Science Friday Initiative
Yuri's Night: **Tim Bailey**, CFO & Assistant Director, Yuri's Night World Space Party
Guerilla Science: **Mark Rosin**, UCLA Math Department
Mindtrekkers: **Steve Patchin**, Director, Center for Pre-College Outreach at Michigan Technological University
 Moderator: **Shanai Matteson**, Community Program Specialist, Bell Museum of Natural History

Science festivals 101 Room 143A
 Whether you are already committed to starting one or just curious about the process, join this workshop to consider what it will take to bring a new festival to your community. Format: Workshop

Kathy Sykes, Co-Director, Cheltenham Science Festival
Savita Custead, Director, Bristol Natural History Consortium
Kishore Hari, Bay Area Science Festival Director, UCSF

Thursday, February 17

Day two theme: How science events fit into the bigger picture

- **8:00** **Conference space opens** Room 146A
- **9:00 – 10:30** **How science events fit into the bigger picture** Room 140A
Bruce Alberts, editor-in-chief, Science Magazine
Dennis Wint, president and CEO, The Franklin Institute
Roland Jackson, chief executive, British Science Association
 Moderator: **John Durant**, director, MIT Museum
- **10:30 – 11:00** **Networking coffee break** Room 140B
- **11:00 – 12:15** **Global tour of public science events** Room 140A
 Europe: **Herbert Munder**, President, European Science Events Association
 Middle East: **Alaa Ibrahim**, Founder, Cairo Science Festival
 Sub-saharan Africa: **Duncan Dallas**, Founder, Cafe Scientifique
 China: **Ren Fujun**, Director-General of China Research Institute for Science Popularization
 Japan: **Masataka Watanabe**, Science Communications Expert, Japan Science and Technology Agency
 Moderator: **Katherine Nielsen**, Co-Director, Science & Health Education Partnership, UCSF
- **12:15 – 1:00** **Boxed lunch: Science events resource tables** Room 146A
- **1:00 – 1:50** **Day two concurrent sessions 1**

The view from the funding side Room 140A
 How do public science events align with the larger goals of funding organizations? What are the benefits of integrating the strategies of funders into event development even if your program is not directly receiving funding? Format: Discussion

Sandra Welch, Program Director, Directorate for Education & Human Resources, National Science Foundation
Valentine Kass, Program Director, Directorate for Education & Human Resources, National Science Foundation
Ellen Avery, Community Relations Manager, Draper Laboratory

Public participation: Using dialogue-based events to make better decisions Room 143A

When scientific findings intersect with societal issues, dialogue-based events can provide for public participation that leads to both increased public acceptance and better policy. This session will discuss the essential features of science events used for public participation, including examples from science parliaments, joint fact finding, and citizen forums. Format: Discussion

Herbert Munder, Director, Wissenschaft-im-Dialog
Jan Riise, Director, Agadem Science Communication

Working with STEM professionals: Communicating science Room 143B
 Many scientists face challenges in communicating with lay audiences and partnering with the appropriate venues to do this work. This workshop-style session will include brief presentations and hands-on activities that provide samples of two professional development programs, Pacific Science Center's Science Communication Fellowship and AAAS's Communicating Science, that help prepare scientists for interacting with audiences at public science events. Format: Workshop

Wendy Hansen, Portal to the Public Project Manager, Pacific Science Center
Tiffany Lohwater, Public Engagement Manager, AAAS

- **2:00 – 2:50** **Day two concurrent sessions 2**

Scientist citizens: the future of public engagement Room 140A
 More than ever scientists have a responsibility to engage with society and to put issues and solutions into context, to become 'Scientist Citizens' that help the public understand what is known and what is still under debate. This panel will discuss what duty scientists have to communicate publicly, and what capacity the public has to make sense of science. Format: Discussion.

Leonor Sierra, Science and Policy Manager, Sense About Science
Jim Cornell, President, International Science Writers Association
Neal Lane, Senior Fellow in Science and Technology Policy, James A. Baker III Institute for Public Policy, Rice University
Vandana A. Miller, Assistant Professor, University of the Sciences in Philadelphia

More than the sum of its parts: structuring collaboration Room 143A
 Every non-profit relies on partnerships, but collaboration is the very foundation that many festivals are built on. North Carolina's statewide science festival provides an example of the issues that arise from managing broadly distributed programming partners, and the Philadelphia Science Festival's mandate that all programming be the result of collaboration will provoke discussion on the role of the festival as a match-maker and unifying force. Format: Workshop

Todd Boyette, Director, Morehead Planetarium and Science Center
Denise Young, Director of Education and Planning, Morehead Planetarium and Science Center
Gerri Trooskin, Philadelphia Science Festival Director, The Franklin Institute

Building buzz on the ground, keeping the momentum going, and why it matters Room 143B

Can we use grassroots strategies to translate the enthusiasm generated by science events into ongoing public engagement that carries over into the rest of the year? This interactive workshop will focus on the value of community organizing and ways to keep the interest alive. Format: Workshop

Cynthia Kramer, Executive Director, Science and Citizens Organized for Purpose and Exploration (SCOPE)
Jennifer Collins, Science Educator, PaleoBio & Consortium for Ocean Leadership

- **2:50 – 3:30** **Coffee Break** Room 146A

- **3:10 – 4:00** **Day two concurrent sessions 3**

It takes more than just free pizza: mobilizing students Room 140A
 What are the best ways to unleash the unique energy that undergrads and graduate students bring to events? This workshop will discuss how to connect with student groups and capitalize on their creativity and enthusiasm. Format: Workshop

Kendra Redmond, Program Coordinator, Society of Physics Students
Morgan Thompson, Outreach Director, Science in the News, Harvard Medical School

Science festival community and collaboration Room 143A
 A brief tour of resources provided and planned by the Science Festival Alliance, followed by a lively discussion of ways that festivals can collaborate to achieve more together than as single initiatives. Format: Workshop

Ben Wiehe, Science Festival Alliance Manager, MIT Museum
Loren Thompson, Assistant Vice Chancellor, UCSD

Charting the future and outlining the needs of the science cafe community Room 143B

In order to better the science cafe community, it is important to have a dialogue focused on the current needs and future vision of the science cafe movement. Join the discussion in this community roundtable, with the goal of forging collaborations that will grow stronger with time and producing better content and resources that meet the needs of the cafe community. Format: Town-hall meeting

Rachel Connolly, Director of Education, NOVA/WGBH
Jennifer Larese, Outreach Coordinator, NOVA/WGBH

- **4:10 – 5:15** **Overall impacts** Room 140A

Bridging the world's divide and cultivating a knowledge society through science communication

Alaa Ibrahim, Founder, Cairo Science Festival

What have we learned from science cafes?
Duncan Dallas, Founder, Cafe Scientifique

Final words, and conference closing
Kishore Hari, Bay Area Science Festival Director, UCSF

