

**9:00 – 10:00** **The State of Science Events: Reports from Across the World and Across Sectors** **Grand B**  
**Simon France**, Program Manager, Inspiring Australia; **Imran Khan**, Chief Executive, British Science Association; **Arata Manuela**, President, Associazione Festival della Scienza; **Jan Riise**, Director, European Science Events Association; **Ben Wiehe**, Manager, Science Festival Alliance; **Yang Lijun**, Director, Division of Public Science Events, China Association of Science and Technology

**10:00 – 10:30** **Innovative Events Showcase** **Grand B**

**10:30 – 10:45** **coffee break** **Grand B**

**CONCURRENT SESSIONS**

**10:45 – 11:45** **Corporate Perspectives on Science Festivals** **Grand B**

In the past few years, a wide array of STEM corporations have become significantly involved in science festivals across the country. In this session, we'll explore the diverse motivations for corporate involvement, examples of meaningful activity, and discuss the future of science festivals – all from a corporate perspective.

**Janet Auer**, Specialist, Global Social Investment, Chevron; **Justin Land**, Public Affairs Manager, Dow Chemical; **Marci Pelzer**, Senior Director, Communications, Midwest & Texas, Time Warner Cable; **Kathy Schulting**, Product Manager, Thermo Fisher Scientific

**10:45 – 11:45** **Science Cafes for (and by) Teenagers** **Columbus IJ**  
 Science cafe programs for adults engage scientists and the public in conversation on interesting science topics in a highly social setting. Adapted for teens, the program has proven highly popular for the same reason as adult programs: the blend of engaging with scientists informally on interesting science topics and a high degree of social interaction. Join this session to consider methods proven to engage teenagers in meaningful science conversations around the US.

**Michelle Hall**, Executive Director, Institute for Science Education New Mexico; **Michael Mayhew**, Senior Research Scientist, Science Education Solutions; **Carolyn Noe**, Community Science Programs Outreach & Evaluation Coordinator, St. Louis Academy of Science; **Howard Rutherford**, Director of Development, College of Marine Science, University of South Florida

**CONCURRENT SESSIONS**

**1:00 – 1:50** **Creating Cities of Science Culture** **Grand B**  
 What does a "City of Scientific Culture" look like? News from the 70 cities participating in the PLACES project will kick off conversation about how science events, museums, and research institutions can work together to make science a part of the cultural fabric of a region.

**Herbert Munder**, General Manager, Universum Managementgesellschaft; **Jan Riise**, Director, European Science Events Association

**1:00 – 1:50** **Expanding Your Toolkit** **Columbus IJ**  
 Resources currently in development will soon help science event organizers try new approaches to their work, and save time doing it. From a database of "festival approved" hands-on activities to event production strategies that help organizers reach new audiences, learn about available resources and help shape future event organizing tools.

**Tara Finnegan**, SMILE Editor, Lawrence Hall of Science; **Ellen Trappey**, Festival Community Programming Specialist, The Franklin Institute

**CONCURRENT SESSIONS**

**2:00 – 3:30** **Engaging Scientists in Public Events** **Grand Ballroom EF**

**Please wear nametags to access this session.**

Join this special joint session with the AAAS Communicating Science workshop to discuss how to find and collaborate with scientists while reaching audiences not typically interested in science.

**Ben Lillie**, Director, The Story Collider; **Rabiah Mayas**, Director of Science and Integrated Strategies, Museum of Science and Industry; **Kishore Hari**, Director, Bay Area Science Festival; **Amy Rowat**, Professor, Department of Integrative Biology and Physiology, UCLA

**2:00 – 3:30** **Festival Evaluation** **Columbus IJ**

How do you capture the impact of a festival's scores of diverse events? This session will share specific tools and methodologies, while taking time to consider the big picture of where events are—and are going—in terms of evaluation.

**Katherine Nielsen**, Co-Director, Science & Health Education Partnership, UCSF; **Karen Peterman**, Karen Peterman Consulting, Co.; **Denise Young**, Director of Education and Planning, Morehead Planetarium and Science Center

**3:45 – 5:00** **Working Together: Addressing Issues of Importance to the Future of Public Science Events** **Columbus IJ**

All conference registrants will have the opportunity to nominate topics and/or lead working groups. There will be time for participating in up to two working groups during this session.

**5:00 – 5:15** **Conference Closing** **Columbus IJ**

**6:00** **AAAS Annual Meeting opens with President's Address**  
**International Ballroom, Fairmont Chicago**

**8:00** **AAAS Annual Meeting Associated Public Events**  
**Story Collider Performance**

American Junkie, 15 W. Illinois St., Chicago

**The Science of Sex and Attraction**

Schubas Tavern, 3159 N. Southport Ave., Chicago



**COMMUNITY, CULTURE, AND CHANGE**

February 12 – 13, 2014

Hyatt Regency

151 E. Upper Wacker Drive

Chicago, IL



8:00 – 9:00 **conference check in** Grand B

9:00 – 10:00 **Science Events and the Evolving Culture of Science Engagement** Grand B

The lines between science and popular culture are blurring, changing the practice of science outreach nationally and internationally. Peter Linett and John Durant discuss how these changes are reflected in public science events today and debate the wider implications of this changing landscape.

**John Durant**, Director, MIT Museum; **Peter Linett**, Founder, Culture Kettle

**CONCURRENT SESSIONS**

10:25 – 11:10 **First Steps to a Science Festival** Columbus IJ

Leap over the learning curve with advice from the founding directors of two very different science festivals.

**Howard Rutherford**, Director of Development, College of Marine Science, University of South Florida; **Gerri Trooskin**, Strategic Initiatives Director, The Franklin Institute

10:25 – 11:10 **Creating High-Energy K-12 Outreach Teams with University Students** Columbus AB

Learn how the DEEP (Discover, Explore, and Enjoy Physics & Engineering) and Mind Trekkers programs recruit and train students to execute exciting and engaging science and engineering festivals. Discuss the best practices for creating undergrad/graduate teams of outreach specialists that serve as near-peer mentors and role models to the K-12 students they engage at these informal STEM education events.

**Tatiana Erukhimova**, Senior Lecturer and Outreach Coordinator, Dept. of Physics & Astronomy, Texas A&M University; **Steve Patchin**, Director, Center for Pre-College Outreach, Michigan Technological University

10:25 – 11:10 **Events in Smaller Population Centers and Rural Settings** Grand D North

Public science events in smaller population centers and rural settings present their own challenges, but there are also remarkably robust resources to draw on in such areas...if you know where to look.

**Cynthia Kramer**, Founder, Scientists and Citizens Organized for Purpose and Exploration (SCOPE); **Gina Schatteman**, Co-Director, iExploreSTEM

**CONCURRENT SESSIONS**

11:15 – 12:00 **Fundraising Keys** Columbus IJ

Development is a well-established field, but there are unique fundraising opportunities inherent to events. Share tricks of the trade, from simple table placement to ways of keeping donors engaged throughout the year.

**Adam Erdmann**, Development Officer, Wisconsin Alumni Research Foundation; **Kishore Hari**, Director, Bay Area Science Festival

11:15 – 12:00 **Statewide Science Festivals** Columbus AB

The North Carolina Science Festival and Arizona SciTech Festivals are both several years into their audacious efforts to blanket a large state with science events. For all of their similarities, these two festivals are organized in different ways. Hear about two different approaches that are working for these states.

**Jonathan Frederick**, Director, North Carolina Science Festival  
**Charlotte Hodel**, Assistant Director, Arizona SciTech Festival

11:15 – 12:00 **Building on Success: Expanding Your Outreach Programming** Grand D North

Regardless of the resources available to you, or the size of your program, expanding an existing outreach program can be a daunting task. After two brief presentations sharing lessons learned and offering practical tips, join a discussion about the challenges faced by all and the potential solutions for them.

**Theresa Yu Huan Liao**, Communications Coordinator, Department of Physics & Astronomy, University of British Columbia; **Melissa Beattie Moss**, Manager of Research Communications, Penn State University

12:00 – 1:15 **lunch**

**CONCURRENT SESSIONS**

1:15 – 2:45 **Event Organizing is Community Organizing, Part 1** Columbus IJ

Learn invaluable lessons from the field of community organizing in this interactive workshop designed for IPSEC by the Association for Community Organization and Social Administration (ACOSA). Topics will include: the community organizing philosophy and approach, seven reasons for community participation, assessing and mapping community resources, and creating and maintaining partnerships.

**Dorlisa Minnick**, Assistant Professor, Social Work & Gerontology, Shippensburg University; **Lee Staples**, Clinical Professor, Boston University School of Social Work

1:15 – 2:00 **Serving Adult Audiences** Columbus AB

For too long innovative science education was only for the kids. Against that backdrop it now seems we are enjoying a renaissance for science events designed specifically for the 21+ crowd. How do we make the most of this wonderful newfound enthusiasm for adult science programming?

**Erin Dragotto**, Executive Director, Chicago Council on Science and Technology; **Gerri Trooskin**, Strategic Initiatives Director, The Franklin Institute

1:15 – 2:00 **Surprise! You're Organizing an Event** Grand D North

All live events involve too many variables to control, but what about when that variable is lead-time? Events built around a surprise appearance by a celebrity and the discovery of a king under a parking lot provide two case studies for a conversation about seizing the moment.

**Patrick "Tod" Colegrove**, Director, DeLaMare Science & Engineering Library, University of Nevada, Reno; **Cas Kramer**, Director, Genetics Outreach and Public Engagement, University of Leicester

**CONCURRENT SESSIONS**

2:05 – 2:45 **Serving Student Audiences** Columbus AB

Discuss how to design extraordinary experiences that capture the full force of a school groups' attention, with examples that shake up normal, ranging from workplace-authentic experiences to live links with the International Space Station.

**Graeme Lawrie**, Head of Science and Technology, Sevenoaks School; **Bryan Rebar**, Associate Director, STEM CORE, University of Oregon

2:05 – 2:45 **Events as Interventions: What to Do When the Audience Doesn't Expect You** Grand D North

Rather than trying to draw people to science events and museums, how do you bring science content into the spaces people already visit in their everyday lives? Do such efforts lead new people to seek out science events and museums? What other measures of success make sense for pop-up science outreach?

**Jesse Billingham**, Science on the Street Coordinator, MIT Museum; **Mark SubbaRao**, Director of Visualization, Adler Planetarium

2:45 – 3:10 **coffee break** Grand B

**CONCURRENT SESSIONS**

3:10 – 4:40 **Event Organizing is Community Organizing, Part 2** Columbus IJ

Continue this workshop presented by leaders in the field of community organizing. Topics will include: engaging and recruiting participants, creating participatory structures and processes, developing partnership commitment, and building leadership capacity among your collaborators.

**Dorlisa Minnick**, Assistant Professor, Social Work & Gerontology, Shippensburg University; **Lee Staples**, Clinical Professor, Boston University School of Social Work

3:10 – 3:55 **The Network Effect** Grand D North

In recent years, networks of science events have sprung up across the world. Hear from three such groups as they discuss points of entry for participants in their networks, how networks foster innovation across multiple sites, and what it might take for networks to stay vibrant over time.

**Jamie Bell**, Project Director, Center for the Advancement of Informal Science; **Lee Bishop**, Boss, Nerd Nite Madison; **Julie Fooshee**, Coordinator, Science Festival Alliance; **Matt Wasowski**, Big Boss, Nerd Nite

3:10 – 3:55 **Working with Scientific Societies** Columbus AB

Ever wish that the scientists in your region were already identified and organized by discipline no matter where they work? You're in luck: scientific societies have been doing this for decades. Join this session to consider how to navigate scientific societies, and what they can and can't do as event partners.

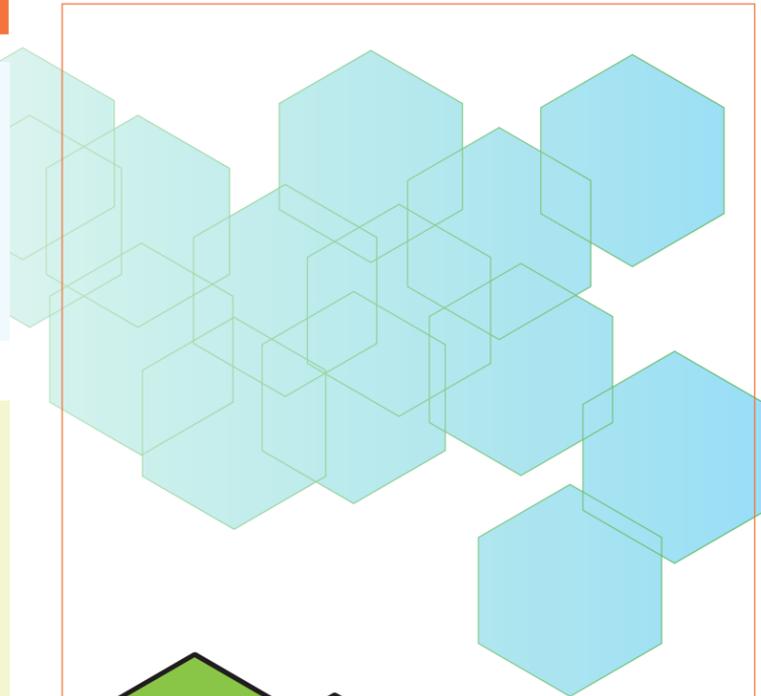
**Susan Chapman**, Director of Member Services, Alliance of Crop, Soil, and Environmental Science Societies; **Sheri Potter**, Director of Membership and Public Programs, American Institute of Biological Sciences

4:00 – 4:40 **Tapping Into ScienceOnline** Grand D North

Curious about building professional relationships online? We'll share stories from ScienceOnline and its satellite groups (found in many US cities and overseas), and you'll find out how to get involved in an existing group, how to start up your own satellite group, and how to connect with the broader ScienceOnline community. Bring your questions. We'd love to try to answer them!

**William Gunn**, Co-Organizer, ScienceOnline Bay Area; **Karyn Traphagen**, Executive Director, ScienceOnline

4:45 – 5:15 **And Then That Happened: The Event Organizer Experience** Grand B



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