

WELCOME

Flanders is well known for its hospitality. You will experience this during the entire conference and especially during the social programme and evening activities. The conference dinner will be an evening to remember, not only because of the (Belgian) food...

And there is more than Belgian chocolates, Brussels sprouts, Belgian endive, Belgian beer... You can experience the potato gun and launch your own "Belgian" fries. Or join the ebsite football team and challenge a team of Technopolis staff and their family in a short football match on Technopolis' own football field.

Interested? Start training and send an e-mail to ecsite2006@technopolis.be.

This conference gives you the ideal reason to finally visit Technopolis or to revisit Technopolis and its exhibitions.



Mechelen, the cosy hometown of Technopolis, the Flemish science centre

REGISTRATION

Online registration for the conference will start on 1 February 2006 at www.ecsite.net.

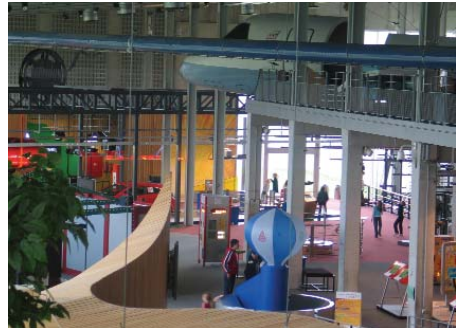
Registration fees

ecsite members

Early registration (before 15 April):	€ 415
Late registration (after 15 April):	€ 465
Registration after 4 June (including on-site):	€ 615

Non-members

Registration (before 4 June):	€ 515
Registration (after 4 June):	€ 615



HOW TO GET THERE?

Technopolis, the Flemish science centre, is easily accessible by car and train: 20 minutes driving from Brussels International Airport and 20 minutes by train from downtown Brussels. There is a direct train between Brussels and Mechelen every 10 minutes.

The conference centre is close to Technopolis. During the conference, a shuttle bus is available between Mechelen train station, the conference centre and Technopolis.

BOOK YOUR HOTEL EARLY

Block reservations have been made in several hotels both in Mechelen and Brussels. The brand new Novotel Mechelen, the official conference hotel, is situated next door to the conference centre. Hotels in Brussels are situated within walking distance from the train station (central station - Brussels). Reservations should be made directly with the hotels. For more information, see www.ecsite.net.

ecsite thanks the following partners for their support in the preparation of the ecsite 2006 annual conference



ecsite conference 2006

Technopolis, the Flemish science centre

Mechelen, Belgium 8-10 June 2006

Everything you always wanted
to know about *science centres*
but were afraid to ask



The escite annual conference is the “number one” meeting place for science centre professionals in Europe. Meeting old and new friends, being informed about the latest trends and new models, new temporary exhibitions, getting in touch with new exhibition techniques, learning how to enhance the visitor experience..... it is all present at the escite annual conference.

escite 2006 is the ideal way to gather as much as information as possible in a very short time and this in the course of the “official” programme as well as during the social and informal gatherings.



In the past a brewery, now a brand new conference centre.

The conference will be organised in Mechelen, the cosy hometown of Technopolis, the Flemish science centre. And it will be a lively conference. Not only because of the content of the conference, but also because of the brand new conference building, which opened in September 2005. Until 1995 the building was a brewery! (But don't panic: there's still a lot of Belgian beer available.)

Technopolis itself will also play an important role during the escite annual conference 2006. Not only for workshops and an informal social evening activity but also for tours behind the scenes ...

Several pre- and postconference tours and workshops in other science centres and science museums in the region will be on the programme.

PROGRAMME

Headlines

Three main themes will be developed through keynote sessions and parallel sessions.

1. Trends and challenges in cutting edge research and technological development

Professor Hugo De Man (Catholic University of Leuven, and senior research fellow at IMEC, the world class microelectronics centre) will amongst others give his view on what we can expect in the coming decade.

Only think about nanotechnology, one of the more promising fields of future research as the huge investments in Europe (almost 10% of the Sixth Framework Programme funds are assigned to this field), in the United States and in Japan show. Communicating and discussing this research and its possible applications in science centres and museums is important:

- It's a promising research field still at its beginning stage
- Our audiences should gain basic knowledge of the elementary aspects of cutting edge research
- The great attention and concerns from European citizens towards science and technology and their ethical and legal implications demand structured activities of communication and dialogue with general public.

2. Science centres: Children only?

It's a wide spread misunderstanding that science centres are only meant for children. Of course we are serving the young audience but we also offer excellent alternative teaching tools for schools, stimulate debates on controversial issues towards the general public... In a way we serve teenagers and adults even better and with longer impact than other communication vehicles such as television or the internet. Don't you agree? Join this session to debate with well-respected scientists and science-communicators who have chosen science centres as their first partner to convey their message to the public.

3. What are they really learning?

In science centres kids are having fun but what are they really learning? London Institute of Physics Professor, John Ogborn responded to this ubiquitous question by saying:

"In schools kids are not having fun and what are they really learning?"

The answer to this question is not claiming that one setting is better than the other. The main point is to find out which aspects of learning science centers, museums and schools provide.

Experts will discuss the engagement and learning in our science centres and museums. There is a growing awareness of the importance of free choice learning (process as well as place) by academic and political institutions as well as science centres and museums.

Everything you always wanted to know about science centres but were afraid to ask...

Experts within and outside the field and top researchers will answer the following and other questions and will discuss with you. Discover the answer in one of the sessions or in on-site workshops at Technopolis or in a local school.

European commissioner for science and research Janez Potočnik and Mrs. Fientje Moerman, Vice-Minister-President of the Flemish Government and Flemish Minister for Economy, Enterprise, Science, Innovation and Foreign Trade will join the opening session on Thursday morning, 8 June.

- *Do governments and politicians like science centres?*
- *Are there any taboo topics in exhibitions? How to handle taboo topics?*
- *Which are the biggest mistakes ever made in science centres?*
- *Which are the top 3 challenges for science centers CEO's today?*
- *What is the role of the media in science communication?*
- *How to operate a science centre successfully?*
- *Which meeting techniques and brainstorming from outside the field can be used in order to perform our jobs better?*
- *Do we really satisfy our visitors?*
- *Which are the elements for a successful science show or demonstration?*
- *How to enhance our impact?*
- *Can a science centre really build a financially sound business?*
- *Can science centres be champions in the leisure industry?*
- *Which new technologies for exhibitions are available?*

- *Do science centres serve teenagers and adults better than many other science communication vehicles?*
- *What about outdoor exhibitions?*
- *How to deal with very young visitors? Provide them with their own children science centre?*
- *Which successful new travelling exhibitions are available?*
- *What is the Holy Trinity of science centres?*
- *How can you keep on motivating our explainers who have to “tame” school kids all day?*
- *Do teachers really love science centres or is it just a day out for them?*
- *Can we use video-games to educate?*

FORMATS

Different formats will be used to “answer” these questions:

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| <ul style="list-style-type: none"> - Keynote presentations - Presentations + questions and answers - Workshops: in-depth exploration of one idea with limited numbers of attendees. - World cafés - Roundtable discussions | <ul style="list-style-type: none"> - Debates - Poster session - Panel session - Panorama - Shows and demonstrations - |
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The website www.ecsite.net will have regular updates on the ecsite annual conference programme. In the meantime please contact ecsite2006@technopolis.be if you wish to receive more information.

If you want to contribute in a session as a speaker or as a convenor, please contact Technopolis, the Flemish science centre

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PROGRAMME COMMITTEE

Erik Jacquemyn (*CEO of Technopolis, the Flemish science centre, Mechelen, Belgium*), chairman

Luigi Amodio (*Città della Scienza, Naples, Italy*)

Sally Duensing (*King's College London, London, UK*)

Achim Englert (*Phaenomena, Flensburg, Germany*)

Massimo Marcolin (*Istituto e Museo di Storia della Scienza, Florence, Italy*)

Roger Rocca-Serra (*Fondation Villettes Entreprises, Paris, France*)

Hannu Salmi (*Heureka, the Finnish Science Centre, Vantaa, Finland*)

Maria Vlachou (*Pavilhão do Conhecimento - Ciência Viva, Lisbon, Portugal*)

BUSINESS BISTRO

Following its increasing success, the ecsite Market Place, from this conference onwards called “Business Bistro”, will once again play an indispensable role in the ecsite 2006 conference.

This is really the best way for companies and institutions to gain quality exposure to a wide range of international science centres and museums. The Business Bistro is the beating heart of the conference for networking, exchanging ideas and doing business.

Space is limited so please book early. Contact Susana Franco at sfranco@ecsite.net