



UK Association for
**Science and
Discovery Centres**



Rising to Future Challenges

The 2017 ASDC National Conference

Dynamic Earth, Edinburgh
Wednesday 20th September 2017

Our 2017 Program: Rising to Future Challenges

9:30 - 10:00

Registration, Coffee and Networking

Rising to Future Challenges, Chaired by Chas Bishop

10:00 - 11:15

Chas Bishop, Chairman of ASDC
& CEO of The National Space Centre

An Introduction by the ASDC Chair.

Professor Sheila Rowan
Chief Scientific Advisor for Scotland, Scottish
Government and Director of the Institute for
Gravitational Research, University of Glasgow

**The importance of informal STEM Learning and
the role of inspiration.**

Linda Conlon
CEO of Centre for Life, Newcastle, Chair of ASTC

**Megatrends facing the world, and the role of
Science Centres in responding to them.**

Dr Hermione Cockburn
Scientific Director, Dynamic Earth

**Welcome to Dynamic Earth and the Scottish
Perspective.**

11:15 - 11:45

Coffee and Networking

11:45 - 1:00

Alison Robinson
Director of Corporate Affairs
Natural Environment Research Council

**Rising to future global environmental
challenges.**

Dr Penny Fidler
CEO of ASDC

**Changing our game: UK Science Centres and
Museums addressing societal and global
challenges.**

Gary Moss, Senior Advisor, Merlin
And Chairman of Brand Vista

**Growing your business and branding for the
future.**

1:00 - 2:00

Lunch & Networking, with exhibitors

2:00 - 3:00

The Inspiring Science Fund
Anna Ramsay, Public Engagement Development Manager, Wellcome Trust

The Pecha Kucha Showcase
The glorious and fast-paced Pecha Kucha. Six excellent speakers with 20 slides each,
and just 20 seconds per slide... Pecha Kucha abstracts are available on the ASDC website.

3:00 - 3:20

Coffee & Networking

3:20 - 4:30

Creating a UK for the Future, Chaired by Dr Penny Fidler

The Lively Sharing Best Practice Round Table Discussions led by CEOs and senior experts
Your opportunity to participate in two focussed 30 minute round-table discussions, led by senior
experts from the Science and Discovery Centres sector. The discussion topics are overleaf and
delegates are invited to sign up in the morning.

4:30 - 5:00

Corentin Guillo, CEO of Bird.i
The entrepreneurial spirit, innovation and new ways of thinking for the future.

5:00 - 6:00

Finalé Drinks and Networking for Delegates



Our 2017 Speakers



Professor Sheila Rowan MBE

Chief Scientific Advisor for Scotland, Scottish Government

The importance of informal STEM Learning and the role of inspiration



Chas Bishop

Chairman of ASDC and CEO, National Space Centre

An introduction by the ASDC chair



Linda Conlon MBE

CEO of Centre for Life, Newcastle and Chair of ASTC

Megatrends facing the world, and the role of Science Centres in responding to them



Dr Hermione Cockburn

Scientific Director, Dynamic Earth

Welcome to Dynamic Earth and the Scottish perspective



Alison Robinson

Director of Corporate Affairs Natural Environment Research Council

Rising to future global environmental challenges



Dr Penny Fidler

CEO of ASDC

Changing our game: UK Science Centres and Museums addressing societal and global challenges



Gary Moss

Senior Advisor, Merlin and Chairman of Brand Vista

Growing your business and branding for the future



Phil Winfield

CEO, We The Curious

Pecha Kucha chair: 'Rising to Future Challenges'



Anna Ramsay

Public Engagement Development Manager, Wellcome Trust

The Inspiring Science Fund



Corentin Guillo

CEO, Bird.i

The entrepreneurial spirit, innovation and new ways of thinking for the future

Our 2017 Pecha Kucha Speakers

1. Anna Starkey

We The Curious

Evolving the Science Centre: Asking ourselves big existential questions

2. Dea Birkett

Circus250 and Kids in Museums

The Science of Circus

3. Kenneth Skeldon

Wellcome Genome Campus

Keeping up with Genomics

4. Gabriella Gilkes

Eden Project

Visualising the Invisible: We cannot care about that which we do not know

5. Lauren Deere

Thinktank, Birmingham Science Museum

The Science and Heritage Career Ladder

6. Charlotte Coales

Zoological Society of London (ZSL)

ZSL London Zoo: How to communicate 200 years of science?

Discussion Tables

Session 1

1. Mega trends across the world and the future role of Science Centres

Chaired by Linda Conlon
CEO, International Centre for Life, Newcastle, and Chair of ASTC

2. School students leading valuable scientific research

Chaired by Professor Becky Parker
Director, Institute for Research in Schools and Physics Teacher

3. Promoting gender balance in STEM

Chaired by Shaaron Leverment
Deputy CEO, ASDC

4. Embodied Learning: Do hand and body movements enhance science learning?

Chaired by Dr Andrew Manches
Director of the Children and Technology Group, University of Edinburgh
With Professor Sara Price
UCL Knowledge Lab, University College London

5. Inspiring Science Fund: Reflections and developments

Chaired by Anna Ramsay
Public Engagement Development Manager, Wellcome Trust
With Phil Winfield, CEO of We The Curious

6. Measuring who you reach: Using the indices of multiple deprivation and mapping with Google Fusion

Chaired by Andy McLeod
Special Project Manager, ASDC

7. Reaching under-represented groups through outreach programmes and community-led initiatives

Chaired by Linda Leuchars
CEO, Dundee Science Centre

8. Environmental sustainability in Science Centres: Be the change you want to see

Chaired by Chris Dunford
Sustainability Engagement Manager, We The Curious

9. The new UK Presenter Network: Inspiring and retaining your junior staff and presenters

Chaired by Liz Avery
Senior Manager, Astronomy Education at the Royal Observatory Greenwich

Session 2

1. Growing your business: Strategies for the future

Chaired by Chas Bishop
Chairman of ASDC, CEO of The National Space Centre

2. Knowing your visitors better than they know themselves: The future of user sensing and machine learning for exhibitions

Chaired by Dr. Judy Brown, Frost Science Museum, Miami
With Dr. H. Chad Lane, University of Illinois

3. Is this the future? Co-creating content with communities

Chaired by Anna Starkey
Creative Director, We The Curious

4. Inspiring Science Fund: Reflections and developments

Chaired by Anna Ramsay
Public Engagement Development Manager, Wellcome Trust
With Liz Hodge, CEO of Aberdeen Science Centre

5. New ways to boost Primary Science across the UK

Chaired by Bridget Holligan
Director of Education and Engagement, Science Oxford

6. Changing how learned societies support public engagement

Chaired by Susan Vickers, Royal Society of Chemistry (UK Public Attitudes to Chemistry Study)
With Andy McLeod, Special Project Manager, ASDC

7. How can you measure and improve Science Capital: The latest news and research

Chaired by Karen Davies, Science Museum London

8. Managing Brexit: The impact on UK science and science engagement

Chaired by Terry O'Connor
Head of communications, STFC

9. Astronauts and the launch of the James Webb Space Telescope

Chaired by Chaired by Dan Hillier
STFC, UK Astronomy Technology Centre, Edinburgh
With James Summers, Special Project Manager, ASDC

10. Meeting other marketing professionals and senior managers to share visitor data

With Marketing Professionals, Operations Managers and Finance Directors
