

# EMME Summer School - Città della Scienza, Naples, 10-15 September 2017

## Tentative Programme

DATE	THEME	PROGRAMME
Sunday 10/09	ICE-BREAK EVENT IN CITTA DELLA SCIENZA	<p>17:00 – 17:20 <b><u>Welcome Speech</u></b> <i>Vincenzo Lipardi, Secretary General, Città della Scienza, Naples, Italy</i></p> <p>17:20 – 18:20 <b><u>Official Opening</u></b> <i>Catherine Franche, Ecsite Director</i> <i>Sawsan Dalaq, NAMES President</i></p> <p><b><u>Introduction of The Mijbil AIMutawa Award</u></b> <i>Sawsan Dalaq, NAMES President</i></p> <p><b><u>Institutions to be invited</u></b> <i>Irina Bokova, Director General of UNESCO</i> <i>Maria Cristina Russo, Director of International Cooperation, DG Research, European Commission</i> <i>Vincenzo De Luca, Director of the Country System, Italian Ministry of Foreign Affairs and International Cooperation</i> <i>Vincenzo De Luca, President of the Campania Region</i> <i>Luigi De Magistris, Mayor of Naples</i></p> <p>18:20 – 20:00 <b><u>Welcome Cocktail and Ice-breaker</u></b></p>
Monday 11/09	DAY 1: PLANNING FOR GROWTH – PHILOSOPHY, STRATEGY AND BUDGETS	<p>09:00 – 10:00 <b><u>Introductory Talk – Science Centres as Places for Dialogue and Inclusion</u></b> <i>Amidst the immense changes and challenges facing our region, science centres have a major responsibility in addressing this complex and dynamic social and political reality. This talk will touch upon the role of science centres as agents of change in society, especially when it comes to social inclusion, democracy and dialogue.</i> <b>Speaker (TBC)</b></p> <p>10:00 – 10:30 <b><u>Break</u></b></p> <p>10:30 – 12:30 <b><u>Workshop - From Strategic Planning to Operational Planning</u></b> <i>This workshop will be dedicated to planning for your science centre. It starts with strategic planning, and moves to operational planning, while keeping a focus on your science centre's vision as well as budgets.</i> - <i>Development of annual work plans based on the strategic plan and developing KPIs.</i></p>

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		<ul style="list-style-type: none"> <li>- <i>Why, when, and how do you develop new objectives for your organisation?</i></li> <li>- <i>Working group to draft a museum mission statement.</i></li> </ul> <p><b>Brigitte Coutant</b>, Ecsite Honorary Fellow, Paris, France</p> <p>12:30– 13:30  <b><u>Tour of Città della Scienza</u></b>  <i>This tour will take you through the different parts of Città della Scienza, where you will have the chance to learn more about the programmes, exhibitions and philosophy of Città della Scienza that incorporates a unique and interesting model balancing between education and economic and industrial development locally and globally.</i></p> <p>13:30 – 15:00  <b><u>Lunch</u></b></p> <p>15:00 – 16:30  <b><u>Workshop - Budget Planning and Control</u></b>  <i>This workshop aims to introduce participants to the principles of budget planning within a science centre. The workshop leaders will also share their experiences from working in different areas of Città della Scienza.</i>  <b>Mariano Iadanza</b>, Director of Business Innovation Centre (BIC), and <b>Mariangela Contursi</b>, Director General of Campania Newsteel – Città della Scienza, Naples, Italy</p>
<p><b>Tuesday 12/09</b></p>	<p><b>DAY 2: THE PEOPLE IN YOUR “ECOSYSTEM”: HR AND PUBLIC PROGRAMMES</b></p>	<p>09:00 – 10:00  <b><u>Lecture – Managing your Science Centre</u></b>  <i>This talk aims to give participants top tips when it comes to managerial matters in a science museum. Experiences from Egypt’s Bibliotheca Alexandrina will be shared and discussed.</i>  <b>Hoda ElMikaty</b>, Deputy Director, Bibliotheca Alexandrina, Alexandria, Egypt</p> <p>10:00 – 11:00  <b><u>Lecture – Managing your Talent</u></b>  <i>In this introductory talk, top tips for managing your science centre, especially your human resources will be highlighted.</i>  <b>Khaled Habib</b>, CEO, Fit for Life, Cairo, Egypt</p> <p>11:00 – 11:30  <b><u>Break</u></b></p> <p>11:30 – 13:30  <b><u>Workshop - How to Develop and Support your Human Resources?</u></b>  <i>As a continuation for the preceding talk, this interactive workshop will allow participants to work on managing and developing their HR from a managerial lens through a particular case. It will specifically cover the following topics:</i></p>

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<p><b>Wednesday</b> 13/09</p>	<p><b>DAY 3: CHANNELLING YOUR SCIENCE CENTRE: MARKETING, COMMUNICATION AND FUNDRAISING</b></p>	<p>09:00 – 10:30  <u><b>Presentation &amp; Interactive Workshop - Designing Marketing Campaigns for Science Centres</b></u>  <i>The session will present the most recent Ciencia Viva marketing campaign: Ciencia Viva Circuits. This campaign puts science centres at the heart of science tourism, with the support of major national companies (transport, energy, and oil distributors), alongside local stakeholders, including restaurants, hotels and museums. The campaign includes a travel book; an app for mobile devices and a card (see more on <a href="https://www.circuitoscienciaviva.pt/circuits">https://www.circuitoscienciaviva.pt/circuits</a>, English version). Following the presentation of the case study, the interactive workshop will be dedicated to the application of participatory mapping methodologies. Participants will discuss and design similar campaigns, identifying key stakeholders and sponsors, setting communication plans and tools, and, finally, presenting their organisations as the focus of a likeminded marketing campaign.</i>  <b>Rosalía Vargas</b>, President, Ciencia Viva, Lisbon, Portugal</p> <p>10:30 – 11:00  <u><b>Break</b></u></p> <p>11:00 – 12:30  <u><b>Workshop - Publication Production as an Effective Tool of Science Communication</b></u>  <i>Publications do not only serve as a means of disseminating scientific knowledge and raising scientific awareness, but could also play a significant promotional role for science centres and museums. They can be part of the institutions' outreach tools and increase their visibility into wider geographical scopes. Moreover, publications can establish potential partnership opportunities and collaborative efforts among different parties. This workshop will highlight the importance of publications and allow participants to engage in planning and producing particular publications.</i>  <b>Maissa Azab</b>, Head of Cultural Outreach Publications Unit, Bibliotheca Alexandrina, Alexandria, Egypt  <b>Shahenda Elsayed</b>, Cultural Outreach Editor, Bibliotheca Alexandrina, Alexandria, Egypt  <b>Esraa Elrefaay</b>, Cultural Outreach Editor, Bibliotheca Alexandrina, Alexandria, Egypt</p> <p>12:30 – 13:30  <u><b>Lunch</b></u></p> <p>13:30 – 15:00  <u><b>Workshop - The Use of Social Media in Science Centres</b></u>  <i>Social media have proven to be very effective tools of communication given their ease of access and extended reach. This workshop aims to pin-point the means in which you can employ social media for the promotion of your centre and its activities, as well as the engagement of the public with your centre and its philosophy.</i>  <b>Lourdes Lopez</b>, Communications, Parque de las Ciencias, Granada, Spain</p>
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		<p>15:00 – 15:30 <b><u>Break</u></b></p> <p>15:30 – 17:30 <b><u>Interactive Workshop - Setting up your Strategy in Fundraising: Co-creation of Toolkits and Exchanges with Experts</u></b> <i>This workshop will offer two case studies to the participants, divided into small groups: creating a new science centre from scratch, and finding a sponsor for a new exhibition about energy. In these two scenarios, participants would have to answer the following questions with the support of the provided guidelines: which entity (institution, company, individual people, foundations...) shall I target? Which people shall I meet? How can I adapt my request? Which toolkit shall I prepare?</i> <i>Each group will send one delegate to summarise their proposal in front of a jury, made up of experienced people in the field from EMME active partners who will provide feedback and suggestions.</i> <b>Roger Rocca-Serra</b>, Secretary General &amp; <b>Alain Coine</b>, General Delegate, Universcience Partenaires, Paris, France</p>
Thursday 14/09	<b>DAY 4: YOUR BUILDING AND EXHIBITS – MANAGEMENT AND MAINTENANCE</b>	<p>09:00 – 10:00 <b><u>Lecture – 10 Tips for Managing your Building and Keeping it Attractive</u></b> <i>The museum is a pretty complex ecosystem. At first glance ecosystems seem all similar, but they change over the time to adjust to internal &amp; external conditions, just as museums do!</i> <i>To take care of your museum building means to operate at different levels. Ordinary and extraordinary maintenance is only part of the matter. We need to constantly monitor the behaviour of our visitors, in order to anticipate the time of partial or radical refurbishment of weaker exhibits, or of misunderstood contents. Visitors aren't just learning machines, therefore we have to provide them with a pleasant environment where they might like to spend their time. The museum is a place to interact with the exhibitions together with friends, to have something special to remember, something more than only stuffed animals. This process can be compared to compose a music. There a strong theme is the main point, whereas more relaxed phrases are needed as well to modulate the main "phrase". Similarly an adventure film shows shining and heart-breaking scenes, that are intertwined with calm scenes. In this metaphor, the museum is the composition, the plot. Our skill will be to offer an attractive mix to make our visitor be happy on their first visit. At the same time we need them to come back again. 10 tips suggest how to get along well towards these aims.</i> <b>Michele Lanzinger</b>, Director, MUSE, Trento, Italy</p> <p>10:00 – 10:20 <b><u>Break</u></b></p> <p>10:20 – 12:30 <b><u>Case Study and Tour - 10 Tips on Exhibit Management through a Tour of Città della Scienza's Exhibitions</u></b> <i>Along the lines of the previous lecture, this tour will take the participants through the different areas of Corporea, where you will be able to understand the critical aspects of exhibit management and maintenance.</i> <b>Kua Patten</b>, Città della Scienza 2.0 Fablab, Naples, Italy</p>

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		<p>12:30 – 13:30  <u>Lunch</u>  13:30 – 17:30  <u>Interactive Workshop</u>  <i>The participants of the EMME School meet and work together with the participants of the Dream FabLab Academy; a group of engineers and makers from Italy, China and Iran. The aim is that the “museum people” – using the earlier sections of the day as a starting point – select a list of “challenges” in the fields of exhibit maintenance and building management, and attempt to solve them with the tools of digital fabrication, robotics, etc.</i>  <b>Fablab team of Città della Scienza</b>, Naples, Italy</p>
Friday 15/09	<b>DAY 5: EXPLAINERS, VOLUNTEERS AND EDUCATIONAL PROGRAMMES</b>	<p>09:00 – 11:00  <u>Workshop – How to Design Inquiry-oriented Sessions for Teacher Training</u>  <i>Inquiry based science education (IBSE) is at the front of current trends in science education for the 21<sup>st</sup> century, particularly in informal science learning settings. Science centres are, therefore, increasingly called upon to provide teacher training in IBSE methodologies and deepen their links with schools and formal education systems. In this workshop, participants will be exposed to concrete examples of IBSE practices. Then, following a debate on the theoretical and practical underpinnings of inquiry oriented methods, participants will be divided in groups, with the task of designing a teacher training programme for their own science centre.</i>  <b>Carlos Catalao Alves</b>, Board of Directors, Pavilion of Knowledge - Ciencia Viva, Lisbon, Portugal</p> <p>11:00 – 11:30  <u>Break</u></p> <p>11:30 – 13:00  <u>Workshop – Educational Activities for Kids</u>  <i>Brought to you from the Children’s Museum Jordan team, a workshop on designing interactive activities for your young audiences. In this workshop, we will explore the frameworks of designing interactive educational experiences, get our hands on fun children’s activities, and design in groups relevant, engaging, and innovative activities. At the end of the workshop we will discuss the strengths and challenges of the ideas generated and share feedback.</i>  <b>Team of The Children’s Museum</b>, Amman, Jordan</p> <p>13:00 – 14:00  <u>Lunch</u></p> <p>14:00 – 16:00  <u>Workshop – Working with Volunteers and Explainers, and Hosting Internship Programmes</u>  <i>This session will be dedicated to volunteers, explainers and interns. It will allow participants to learn through both an</i></p>

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	<p><i>interactive workshop tackling a particular scenario, as well as a case study from Città della Scienza's experience with explainers. The main goal is to tackle issues related to the management of this workforce that is at the forefront with the public;</i></p> <ul style="list-style-type: none"><li>- <i>Capacity building and skill development.</i></li><li>- <i>Engaging volunteers and explainers in your work.</i></li><li>- <i>Means to motivate your volunteers and explainers.</i></li></ul> <p><b>Mikko Myllykoski</b>, Experience Director, Heureka The Finnish Science Centre, Vantaa, Finland <b>Guglielmo Maglio</b>, Science Communication Projects Manager, Città della Scienza, Naples, Italy</p> <p>16:00 – 17:00 <b><u>Wrap-up and Evaluation Session</u></b></p> <p>17:30 – 19:30 <b><u>Visit to the National Archaeological Museum of Naples</u></b></p>
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