



The first day of EMME 2017 will tackle “*Planning for Growth—Philosophy, Strategy and Budgets?*”; one of the eminent speakers of the day will be **Ms. Brigitte Coutant**—Ecsite Honorary Fellow (France). During Ms. Coutant’s workshop, participants will develop an annual work plan based on their strategic plan, and work on developing Key Performance Indicators. They will also know how, when, and why to develop new objectives for their organizations; moreover, they will work on drafting a mission statement.

On the second day, which will tackle “*The People in Your Ecosystem: HR and Public Programs?*”, **Ms. Sophie Biecheler**—Director of International Relations, Universcience (France)—will allow participants to work on managing and developing their human resources from a managerial lens through a particular case. Said workshop will help the participants work on general human resources skills, capacity building activities, team building and collaboration, conflict resolution, managing relations and coordination among the different teams.

On the third day, participants will work on “*Channeling their Science Center through Marketing, Communication, and Fundraising?*”. Within said theme, **Ms. Rosalia Vargas**—President of Ciencia Viva (Portugal)—will present the center’s most recent marketing campaign, *Ciencia Viva Circuits*, which puts the science center at the heart of science tourism. After a summarized presentation, the attendees will go through a workshop dedicated to the application of participatory mapping methodologies, where the participants will discuss and design campaigns, identifying key stakeholders and sponsors, setting communication plans and tools, and, finally, presenting their organizations as the focus of a likeminded marketing campaign.

Under the theme of the fourth day, “*Your Building and Exhibits—Management and Maintenance?*”, **Mr. Michele Lanzinger**—Director, MUSE (Italy)—will provide tips for managing the science center’s building and keeping it attractive. Additionally, the **Città della Scienza Team** will expose their secret tips through a case study tour to Corporea Exhibition.

On the last training day, EMME 2017 distinguished speakers will tackle “*Explainers, Volunteers, and Educational Programs?*”. **Mr. Carlos Catalao Alves**—Board of Directors, Pavilion of Knowledge (Portugal)—will help participants design a teacher training program for their own science centers. In another workshop, the **Children’s Museum Jordan Team** 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.