



**PARQUE DE LAS CIENCIAS, Granada  
22-27 September 2013**

**Ice-break evening - Sunday 22 September**

Official Opening by  
Ernesto Paramo, Director Parque de las Ciencias  
Representatives of local authorities,  
Representative of sponsors

Philosophy of the project by  
Mijbil Almutawa, president of NAMES and Catherine Franche, Director of  
ECSITE

Informal evening in “Bosque de los Sentidos”

**Day 1- Monday 23 September, STRATEGIC PLANNING**

09:00-09:30 Starter

09:30-11:00

*From the global to the local context: value, mission and impact of science centres:* **Per Edvin Persson**, Per Edvin Persson Consulting

11.30-13.00

*Science centres activities, audiences and public impact:* **Jean-Marie Sani**,  
Director of projects, Muséum National d’Histoire Naturelle, Paris

14:30-17:00

*Practical workshop: How to develop a strategic plan*  
Convened by **Colin Johnson**, Freelance, past CEO of Techniquet

17:30-18:30

Visit: Leonardo Pavilion Installation of exhibition

## Day 2- Tuesday 24 September – Exhibition development

09:00-09:30 Starter

09:30-11:00

*The new Exploratorium, Innovation in exhibit experience in science centre:* **Tom Rockwell**, Exploratorium, Director of Exhibits and Associate Director for Program

11:30-13:00

*Exhibition development planning for the young public:* **Marie-Pierre Lahalle**, Deputy Head of Museological projects, Universcience (tbc)

14:30-17:00

*Case study - Analysis of the MUSE case study in Trento: development of exhibitions, choices of medias, planning of development, relation exhibition/building:* **Michele Lanzinger**, Director of MUSE-Museo della Scienze and team

17:30-18:30

Optional Visit: *Education and communication departments*

## Day 3 – Wednesday 25 September – Top priorities for management

09:00-09:15

Roger Rocca Serra, Secretary General, Universcience Partenaires

09.15-10.15

*Ten commandments in managing a science centre: what should you do, what should you avoid:* **Hoda ElMikaty**, Director of Planetarium Science Centre of the Bibliotheca Alexandrina

10.45-11.45

*Fundraising strategies: which tactics should we use to balance funds from companies or from government:* **Alain Coine**, General Delegate of the endowment fund, Universcience Partenaires

12.15-13.15

*Commercial issues of science centres:* **Louise Emerson**, Head of Business and Commercial Strategy, London Natural History Museum

14.30-17.00

*Science culture for the development in the Mediterranean:* Vincenzo Lipardi, CEO Città della Scienza with Lidia Brito, Director of Science Policies, Unesco (tbc)

17:30-18:30

Visit: Storage and conservation (Groups depending on number of participants)

#### Day 4-Thursday 26 September – Science Learning

09:00-09:30 Starter

09:30-11:00

*Science mediation practices:* **Dr. Rafael Lopez-Gay**, Almeria University and **Yusuf Ulcay**, Bursa Science Centre (tbc)

11:30-13:00

*Learning components in school programs;* **Martin Lawrence**, **Beth Stone** Head of learning, London Natural History Museum

14:30-17:00

Thematic Workshops: *Space Astrophysics* **Alaa Ibrahim**; *Biodiversity* **Guadalupe de la Rubia** Parque de las Ciencias; *Chemistry* (science shows) **Sebastian Cardenete**. Director Principia Science Centre; *Physics* **Carlos Sampedro** Parque de las Ciencias

17:30-18:30

Optional visit: Outer space as exhibition area (Groups depending on number of participants)

#### Day 5- Friday 27 September – NEW TECHNOLOGIES

09:00-09:30 Starter **Luigi Amodio** Director of Città della Scienza

09:30-11:00

Practical lessons *Setting up internet collaborative platforms in science centres:* **Claude Farge**, Director for Publishing and Transmedia, Universcience (tbc)

11:30-13:00

*Activity programs with new technologies* (teachers training & digital planetarium) **Manuel Roca**, Director of Production and Technology Department, Parque de las Ciencias.

(name to be defined), from NAMES network. *Multimedia products on the web*

14:30-17:00

*Virtual museums and 3: M<sup>o</sup> del Mar Villafranca*, Director of the Alhambra

Visit to the Alhambra

*Conversation on Mathematics and arts at Alhambra*; Speaker from Granada University

Gala Cocktail - Carmen de la Victoria