

Attachment 2:



ASPAC 2016 Conference Theme and Sub-themes

Conference General Theme: *Science Centres for All*

Over the years, the functions of science centres have been continuously expanding. The groups of visitors served have become more diverse and the service coverage has been further broadened. Science centres become important channels through which many people engage in their dream of lifelong learning and enhancement of their science and technology literacy. Many science centres have evolved into a public service not only enjoying high popularity for students but also playing a pivotal role in promoting tourism in cities and improving the quality of lives. The idea that everyone can hopefully gain something from his/her learning experience in a science centre is having a profound impact on the development and evolution of science centres. It has become a shared dream for the international family of science centres to construct “science centres that engage all citizens and are without walls”. As such, we believe ASPAC 2016 should aim to guide its participants into sharing and discussing the paths and approaches whereby science centres can provide the greater public with scientific and cultural services.

Conference Sub-themes:

These sub-themes of sessions as follows will be interactive with group discussion and lots of sharing of ideas and methods.

I. Designing and Planning Exhibitions for Our Diversified Visitors

Sharing your experiences and methods to create, design, plan and develop permanent exhibitions, travelling exhibitions, mobile outreach exhibits, or maker spaces etc. for our diverse range of visitors. Be prepared to show your positive and negative examples and recommendations for future exhibition design, planning and production.

II. Public Engagement and Participation in Science Education: Free-choice Learning for Life Long Outcomes

Exploring and discussing the interactive and experiential educational modes in science centres, development of educational programs aiming at specific audiences, including the role and value of live science shows, noting the development of science shows and experiments, co-operation between science centres and schools, training of school science teachers, etc.

III. Reaching and Engaging Virtual Visitors

Exploring the applications of new types of mobile phone technologies in both physical and online science centres, strengthening the engagement between visitors and science centres via social media, and creating a digital-literate workforce for the future through enhancing the role of science centres.

IV. Marketing and Communication Strategies to Reach New Visitors and Retain Existing Visitors

Discussing brand marketing strategies and practices of science centres, establishing good public relations, conducting audience researches and assessments, and facing the challenges brought by free opening of science centres, etc. This sub-theme will also cover the use of social media as a communication tool to market your centre.