

## NSCF annual conference 2015

### Program

November 2th - 4th at Økolariet Denmark

Conference theme:

**"How much fun is acceptable in a serious science centre"**

Amusement parks are fun – "museums" are boring. What are we?

For those of us who work in science centres, it can be annoying that amusement parks have so many more guests than we do and continue to attract more guests every year, despite the fact that it is actually quite expensive to visit them.

The number of guests going to amusement parks is a sign that this kind of experience is in high demand.

If we could attract more guests by taking advantage of some of the experiences that attract guests to amusement parks, while SIMULTANEOUSLY imparting upon them some of the knowledge and insight that is a part of our vision, we could really accomplish something.

#### MONDAY 2th OF NOVEMBER

- 10:00**      **Board meeting.** For NSCF board members
- Registration and coffee – Økolariet is open to everyone**
- 11:30**      **Welcome address**  
By NSCF Chairman Pilvi Kolk, AHHA Science Center, and Niels Nørgård, Økolariet
- 11.50**      **NSCF Award announcement**

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Økolariet

**12:00 Lunch in Torvehallerne**

**13:15 Session 1**

**"The intersection between what is funny and what is serious" by Per Edwin Persson**

Per Edwin Persson presents a theme that is about the limit between fun and serious.

Can it be both? When is it "too much" fun and not serious enough, or vice versa?

Is it possible to balance between what is funny and what is serious?

**14:00 Refreshment break**

**14:15 We all want to create exhibits and educational programs that are enjoyable to our guests, but we also want to make sure that our guests gain new insights from these activities. It is, however, not always easy to fully achieve both goals. Therefore, it is important to reflect upon how we choose to balance the fun and the serious. If we emphasize the fun part, we will likely gain more guests, but possibly at the cost that many guests will not gain new insight.**

**Session 2a**

How to balance Økolariet's communication concept at the intersection between the fun and the serious?

or

**Session 2b**

How do we balance the fun and the serious in science centres/museums?

**15:00 Refreshment break**

**15:30 Session 3**

**Good and bad experiences from the real world centres**

Each centre is asked to contribute a few short examples of where they have either had success in integrating the fun and the serious, or examples where they have reached the limit of what is acceptable. Please limit contributions to five minutes.

**17:30 Refreshment break and check-in**

**18:00 Visit and dinner at Spinderihallerne**

From Torvehallerne, we walk through Vejle town centre and go to Spinderihallerne along Omløbsåen, one of the streams in Vejle.

Spinderihallerne is a new creative growth centre with more than 65 creative companies. This exciting centre, which includes the new interactive Vejle Museum, FabLab, will be presented to us, thus providing an ideal setting for a good Danish dinner – a dinner perhaps at the limit of what we can accept!

**TUESDAY OF 3th November**

**9:00-12:00** Denmark has number of projects and centres that work to strengthen interest in science.

**9:00-10:15** **Session 4a**  
Join Økolariet's presentation of educational programs and workshops on the theme of waste.

Or

**Session 4b**  
Økolariet and NTS (National Centre for Science Education) focus on how to create learning in a fun and serious way in cooperation between formal and informal institutions / partners.

**10:15-10:30** Refreshment break

**10:30-12:00** **Session 4c**  
Join Økolariet's presentation of other educational programs and workshops.

Or

**Session 4d**  
Get researchers' take on how schoolteachers use informal educational programs and an example of what students get out of them.

**12:00** Lunch in Torvehallerne

**13:00** **Session 5**  
**The LEGO Group is known for its fun toys, but how and why is it working to improve the product so that it is also serious?**  
Based on the conference theme "The intersection between what is fun and what is serious," an educator from LEGO Education will describe how The LEGO Group is working to incorporate a serious element into fun play.

**13:45** Refreshment break and departure

**14:00** **Visit to the new exhibit centre, Kongernes Jelling**  
The experience centre opened on 6 June 2015 and offers a unique, super modern digital sensory experience about the Vikings' lives and livelihoods. Touch, feel and shudder as the life of the Viking is revealed with everything from bees to dragons. The journey begins around the campfire, through the life of a Viking and warrior, from the journey to Valhalla to the transition to Christianity.  
The Danish nation was born and created in Jelling, and monument area was designated a UNESCO World Heritage site in 1994.

**16:30** NSCF Annual Meeting open to everyone

**18.00** **Dinner in Torvehallerne and an EXCLUSIVE experience for everyone**  
**Dutchman Bart Knols will entertain with an exciting presentation related to the conference theme: "How much fun is acceptable in a serious science centre."**  
 It will be a presentation about his research and other research results that strikes a balance between the funny and the serious. This is to be understood in a positive way where we start with something serious and disseminate it in a fun and relevant way without being corny or too unserious.

**WEDNESDAY 4th OF NOVEMBER**

**9:00** **Session 6**  
**Round table – News and offers from the various centres – 5 min. presentations**  
 The NSCF conference has a tradition in which each centre presents the new things happening at their centre.  
 We can exchange ideas, present new exhibits and establish partnerships in various projects.  
 Do you have any exhibits that are for sale or rent?  
 Educational programs that are current and tips on marketing, fundraising, etc.  
 Take a few minutes to share it with us.

**10:30** **Refreshment break**

**10:45** **Select from one of the following options:**  
**Session 7a**  
**Take a walk and learn about how Vejle, quite exceptionally, has been designated as one of the 100 cities in the world to take part in the network: 100 Resilient Cities.**  
 The network is about:  
 - How do we meet climate challenges and develop innovative solutions? (Climate)  
 - How do we strengthen the integration of immigrants and the socially vulnerable? (Society)  
 - How do we ensure that all citizens benefit from digitization options? (Smart City)  
 - How do we strengthen citizens' desire to contribute to the development of our society? (The co-creative city)

**Or**

**7b session**  
**Take a walking tour of Vejle and hear about the city's history and architecture**

**12:00** **Lunch and farewell in Torvehallerne**

Register for the conference at [okolariet@vejle.dk](mailto:okolariet@vejle.dk) as soon as possible and latest 15 August 2015.

Please write your name, your place of work and the address we need to invoice.

The conference costs 200 EURO. The price includes conference facilities, meals, transportation and admission to Royal Jelling and Spinderihallerne.

The conference will be held primarily at Økolariet, Dæmningen 11, 7100 Vejle and secondarily at Torvehallerne A/S, Fiskergade 2-8, 7100 Vejle.

You can order accommodation at Torvehallerne. Mention that Økolariet has pre-ordered a number of rooms and, consequently, the price is 995 kr. (133 EURO) for a single room per night and 1,095 kr. (147 EURO) for a double room per night.

BEST WESTERN Torvehallerne A/S  
Fiskergade 2-8 · DK-7100 Vejle  
Tel. +45 7942 7900 · Fax +45 7942 7901  
Mail: [info@torvehallerne.dk](mailto:info@torvehallerne.dk)

**Other accommodation within walking distance (prices are approximate):**

1. Scandic Jacob Gade  
Flegborg 8-10, 7100 Vejle, Denmark  
Price about 1,346 kr. (180 EURO) for a single room and 1,526 kr. (205 EURO) for a double room
2. Vejle Center Hotel  
Willy Sorensen Plads 3, 7100 Vejle, Denmark  
Price about 750 kr. (100 EURO) for single and 850 kr. (114 EURO) per double room per night
3. BB-Hotel Vejle Park  
Orla Lehmannsgade 5, 7100 Vejle, Denmark  
Price about 590 kr. (80 EURO) per. person per night
4. A new Cabin Hotel, located close to Økolariet, will open during 2015, but there is some contact information yet. Keep an eye on the website.

If you arrive by train, Vejle Station is only 200 meters from Økolariet.

If you arrive by plane, the nearest airport is Billund.

**We look forward to seeing you at this exiting conference.**