NAI Region 10
Spring Workshop
April 24, 2013

The Spring Workshop
“Learning to Interpret for Different Audiences -Because one size doesn’t fit all”
will be hosted at several sites around Region 10, linked via Live Meeting for the Keynote
Presentation and Regional Business Meeting.

Vancouver Aquarium, Vancouver, BC

Workshop Itinerary for Vancouver, WA:
9:00  Check-in
9:30  Workshop Welcome and Review of Agenda
9:45  “Embracing Mobile: How Integrating Ubiquitous Computing Technologies Can Help to
Develop New Voices, Engage With Diverse Perspectives, and Attract New Audiences.”
   Keynote Speaker: Dr. Brett Oppegaard from WSU, Vancouver, WA
10:45 NAI Region 10 Business Meeting
11:00 Break
11:30 “Knowing Your Audience: The Key to a Successful Interpretive Program”
   Speaker: Teresa Skyrianos from the Vancouver Aquarium
1:00  Lunch
2:00 “Defining Diversity: Market Segmentation and You”
   Speaker: Don Enright from Parks Canada
3:00 “Personality: the Challenges and Possibilities in Interpretation”
   Speaker: Madeleine Irving from the Vancouver Aquarium
4:00  Break
4:15 A special behind the scenes tour of the Vancouver Aquarium
5:00  Wrap-Up the Day

Registration cost, including lunch and refreshments:
NAI or IC members: $50
Non-members: $75

Lunch: Upon registration, an email will be sent with lunch options - response is
required to ensure your selection. Otherwise, an option will be chosen for you.
Directions: Available upon request by emailing Nicole.Cann@vanaqua.org
Carpooling: Reduce your carbon footprint! E-mail us and we will help set up a carpool.

Please visit http://nairegion10.wordpress.com/ for registration information
or contact Nicole Cann - nicole.cann@vanaqua.org or (604) 659-3490