

# 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](mailto: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](mailto:nicole.cann@vanaqua.org) or (604) 659-3490

