



Montreal



NATIONAL ASSOCIATION FOR
INTERPRETATION



2015 International Conference

May 3-7, 2015 www.interpnet.com/ic



Interpretation Canada

c/o Kerry Wood Nature Centre
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IC's Mission: We are a community that supports, engages, and inspires those involved in the field of heritage interpretation in Canada.



Cal Martin (Canada), Minyan Zhao (China), and Jamie Cabral (USA) in Seoul, South Korea, in 2014.



At the 2011 conference in Panama: Shelton Johnson (USA) and Reyna Carrillo (Panama).



Participants at the 2014 International Conference in South Korea.

Changing Boundaries, Changing Times

Day by day, technology and social networking become more ingrained in our lives, in our careers, and in the way our sites operate. For future generations, the borders of our organizations—like our countries—will become ever more changeable, fluid, and perhaps even insignificant. Join us in Montreal as we welcome interpreters from throughout the world for a week of sharing experiences and learning new skills, reports on recent research in interpretation, and discussions of the future of interpretation.

The Conference

The 2015 International Conference on Interpretation will be a partnership between NAI and Interpretation Canada.

Sure, Canada is the land of Mounties, maple syrup, and polar bears. But, it is so much more. Montreal, Canada's second largest city, is a thriving, modern, culturally diverse metropolis. Boasting the world famous Cirque de Soleil, Montreal is also the home of exquisite restaurants, beautiful parks and fascinating museums. Interpreters from across the globe will gather here to share ideas and experiences, and yes, even share a serving of poutine.

Scholarships

Download an application online or contact NAI Executive Director Margo Carlock at mcarlock@interpnet.com for information.

Conference Schedule

Sunday, May 3

Registration open
Welcome General Session
Welcome Reception
Dinner – Interpretive Showcase of Ideas

Monday, May 4

Keynote: Chris Mathieson, Chair, Interpretation Canada
Concurrent sessions
Lunch
Concurrent sessions
Dinner on own in Old Montreal

Tuesday, May 5

Off site study sessions – included in registration
Dinner on your own – organized “Dine Around”

Wednesday, May 6

Keynote – TBA
Concurrent sessions
Lunch
Concurrent sessions
Dinner and scholarship auction

Thursday, May 7

General Session: Discussion of international standards and the possibility of an international federation of interpretive organizations.
Conference adjourns at noon



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NAI's mission is to inspire leadership and excellence to advance heritage interpretation as a profession.

Interpretation is a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource.

Conference Rates

Registration (US dollars)

Full individual registration includes access to all scheduled sessions, food functions, and an offsite session.

Early (March 16): \$350

Regular: \$425

Registration Desk Hours

The conference registration desk will be open the following hours:

Sunday, May 3, 12:00–6:00pm

Monday, May 4, 7:00am–5:00pm

Wednesday, May 6, 7:00am–5:00pm

Important Information

Visas

Citizens of certain countries and territories need a visa to visit or transit Canada. Learn about visa requirements specific to your country of origin, please visit the Canadian government's website:

www.cic.gc.ca/english/visit/visas.asp

Official Language

Montreal is a bilingual city, with both English and French spoken. The official language of the province of Quebec is French. Conference sessions and information will be offered in English. If you require translation services, please contact the conference organizers.



Logistics

The conference will take place in the Omni Mont Royal. Located downtown on the elegant Sherbrooke Street West, the hotel Omni Mont Royal dominates the Golden Square Mile's historical district. At the foot of Mount Royal Park, the 32-story hotel offers magnificent city views and an abundance of natural light. The Omni Mont Royal is just minutes from historic Old Montreal, and captures the European feel of Montreal in the heart of the business district.

Call 1-800-THE-OMNI / 1-800-843-6664 and mention NAI for the negotiated rate at \$152 Canadian/\$123 US. (Varies according to the current exchange rate.)

Getting There

Air Travel

Montréal-Trudeau International Airport (YUL) is closest, about 25 minutes by car from the conference site at Hotel Omni Mont Royal. VIA Train Station is about 5 km from the hotel.

Getting from Trudeau Airport to the Omni Hotel

Taxi is a fixed rate of \$40 (Canadian) and takes about 25 minutes.

Express Bus #747 costs \$10 (includes a 24-hour transit pass) and takes 45 minutes. Take the bus from the airport to the junction of Boulevard René-Lévesque and Peel St. Walk a few metres to Peel Street. Turn left (northwest) onto Peel. Then walk 700 metres (uphill) on Peel Street until Rue Sherbrooke. Take a right on Sherbrooke and the Hotel Omni is half a block on your right.

By Car

For detailed driving directions, visit this page on the Omni website:

www.omnihotels.com/hotels/montreal-mont-royal/property-details/directions

Evening Events

Sunday

Welcome Reception and Showcase of Interpretive Ideas

Start the conference with a friendly welcome. Meet delegates from dozens of other countries at the opening reception. Then, enjoy a tasty dinner and let us inspire you with a sprinkling of interpretive ideas. You'll end the evening with a bunch of fresh ideas and several new contacts.

Monday

Dinner on Your Own in Old Montreal

If you love historic buildings and cobblestone streets, you will love Old Montreal. Let us organize the transportation and set you free to discover Old Montreal at your own pace. Beautiful architecture, charming streets, delicious restaurants, and drinks with new friends await!

Tuesday

Dine Around Montreal

Dinner will be on your own, but watch for details on a "dine around" that will facilitate groups of conference delegates feasting together at a variety of restaurants.

Wednesday

Banquet and Scholarship Auction

Eat, drink, and buy souvenirs! This event allows delegates to share representative items from their countries, while generating funds to bring delegates from lesser developed countries to next year's event. Past auctions have included art objects, handcrafted jewelry, handwoven baskets, traditional clothing, books, and a wide variety of other items. Please bring an item from your country, region, or site.

Keynote Speakers

Chris Mathieson

Interpretation Canada
Chair, Executive Committee

At heart, Chris is a storyteller with a passion for the stories of people, places and objects, having spent the last fifteen years working in heritage interpretation—currently as the Operator / Manager of the Grist Mill and Gardens Provincial Historic Site in Keremeos, BC. Beginning as a front-line heritage interpreter (and blacksmith), he has since had the chance to interpret and educate on subjects as varied as heritage food skills, classical Chinese architecture, the history of brothels in Vancouver, and the modern rituals of death.



Since moving from the bustling metropolis of Vancouver (population 2.5 Million) to the farming village of Keremeos (population 1,300) two years ago, Chris has begun exploring the feelings of loss many of us have around shared senses of community and how we, as interpreters, have a unique toolkit to make a difference in helping foster feelings of connection with each other and our surroundings. He will speak to us about the state of interpretation in Canada today with a focus on how our profession is helping build community and senses of identity.

Stephen Espiner

Interpretation Network of New Zealand (INNZ)
Chair, Executive Committee

Stephen Espiner is Senior Lecturer in Parks, Recreation, and Tourism at Lincoln University. Stephen's current research interests focus on the human dimensions of protected natural area management, with particular reference to nature-based recreation and tourism and associated conservation, community, and visitor management issues. Key themes in his work include:

- The use of natural resource settings for recreation and tourism, and implications for Protected Area management and local community development
- Risk and resilience in nature-based tourism communities
- Protected Areas, Tourism and Global Change
- Tourism, People and Protected Areas
- Recreational value conflicts, social impacts, risk perception, communication and influencing visitor behavior



INNZ will be a lead partner in the 2016 International Conference on Interpretation in New Zealand.

Offsite Sessions

Tuesday, May 5

Life in the Americas (and Elsewhere in the Universe)

Featured Attraction: Montreal Space for Life – Biodôme and Planetarium

Montréal's Space for Life is the world's first ever site dedicated to both human beings and nature. Together, the Botanical Garden, Insectarium, Biodôme, and Rio Tinto Alcan Planetarium form the largest natural sciences museum complex in Canada.

Today's study session includes visits and an in-depth look at two of the four facilities: the Rio Tinto Alcan Planetarium and the Biodôme.

At the Planetarium, experience the universe through "Exo," a constantly changing exhibit featuring large touch screens, multimedia game tables and many interactive activities that will transport you to the heart of the mysteries of life and the universe.

More than 4,500 animals live in ecosystems at the Biodôme or "House of Life." Go behind the scenes to see the lush and humid Tropical Rainforest, the seasonally changing Laurentian Maple Forest, the Gulf of St. Lawrence, and the subpolar regions of the Americas. Don't forget your field notebook and identification guide! How many species can you find?

Cost: Free (included in registration fee)

Time: 10:00am–5:00pm

Meals Included: Lunch provided by Project Sol (during presentation by Biodôme's program director)

Travel Time: 20 minutes each way

Accessibility: Minimal walking from the bus to the site and 350m walking (sidewalk and street) between the sites.

Wheelchairs can be loaned free of charge at each location for viewing exhibits. Other accessibility issues to be addressed by individual request.

Suggested Gear: Weather-appropriate clothing for walk between both venues, walking shoes, camera, field notebook (optional for wildlife observation or pick up a brochure copy on-site at the Biodôme)

Website: www.espacepourelavie.ca



Making Noise vs Making Music: Tinkering Our Way to New Learning

Featured Attraction: Montreal Science Centre

Located in the Old Port of Montréal, the Montreal Science Centre creates dynamic opportunities for visitors of all ages to stimulate their curiosity and to build their future through science and technology.

Take part in an extensive workshop for professionals about the "tinkering" philosophy—one of the 10 innovative pedagogy approaches according to the Open University. Tinkering is the basis for the MSC's newest exhibit, "Fabrik: The Creativity Factory." This is your chance to develop and animate your own tinkering labs.

Then, to satisfy your remaining scientific curiosities, discover the other amazing, fun, and interactive exhibits. Here you will find solutions to environmental or social disasters, express your vision of the world, invite others to get involved at the animation station, and even seek answers to over 100 diverse but legitimate questions about sex that you may never have thought to ask.

Cost: Free (included in registration fee)

Time: 9:30am–4:30pm

Meals Included: Bag Lunch (option to eat in group room or while strolling through Old Port)

Travel Time: 15 minutes each way

Accessibility: Facility is accessible.

Suggested Gear: Walking shoes, camera

Website: www.montrealsciencecentre.com



Help Protect Mount Royal's Diversity

Featured Attraction: Mount Royal Park

Visit Mount Royal, the jewel of Montreal's city parks. Landscaped by the same architect as New York City's Central Park, Mount Royal is where locals go to get a breath of air on a hot day, to cross-country ski without leaving the city, to walk off a bad mood, to picnic, or to look out over the city, rest their eyes on the horizon, and dream.

Our guides, "Les amis de la montagne," will take us on a guided walk to the highest point in Montreal, then it's our turn to help them with their efforts to protect and enhance this fragile environment.

Mass cutting of trees for firewood outraged citizens and led to the creation of the park in 1876. Then in 1954, many more trees were cut down to "discourage immorality" in the underbush. Finally, with construction encroaching on the park, and the ice storm of 1998 causing more havoc, the "friends of the mountain" were formed, followed by the creation of their successful Environmental Stewardship Program.

Very few of the park's trees are more than a half-century old, but many new ones are planted each year by school groups, corporate groups, and community members. In 2013 alone, more than 2,700 volunteers planted 3,077 trees and removed invasive exotic plants in over seven hectares of forest. You will monitor the growth and survival of these trees, learn about the successes and challenges of the program, and determine if developing a community-involved conservation program is right for your site.

Cost: Free (included in registration fee)

Time: 10:00am–4:30pm

Meals Included: Bag lunch

Travel Time: 15 minutes each way

Accessibility: Mount Royal features an uneven trail and partially accessible Smith House located near the summit of the mountain where participants disembark the bus.

The guided walk and conservation project will occur on and off trail on potentially muddy areas. Trail is rated as a very easy 2 km hike.

Suggested Gear: Weather-appropriate clothing for guided hike and conservation work including hat and sunglasses, gloves, water, sturdy shoes, and camera

Website: www.lemontroual.qc.ca



Dig Deeper into Montréal's History

Featured Attraction: Pointe-à-Callière – Montréal Museum of Archaeology and History

You want the "condensed" version of the history of Montréal? Come to Pointe-à-Callière where historical remains have been unearthed, one on top of the other, and still located *in situ* underneath the museum.

In the archaeological crypt, researchers have found evidence of more than 1,000 years of human activity spanning several major periods of occupation—displayed for you to see as you travel vertically through the museum.

Here is the birthplace of Montréal, where its founders came ashore in 1642. Three-hundred fifty years later, the museum opened its doors. This museum is not just a museum, it is the history of the site and of the city where it is located.

Join the educational and curatorial staff for a behind-the-scenes look where we will see evidence from the time when natives came ashore by canoe to traces of the first Catholic cemetery to be found, to pieces of posts from the town's wooden palisade.

There is something here for everyone. The museum's permanent exhibitions focus on local history and archaeology, however, its temporary exhibits feature themes of history and culture from all over the world with a very popular multimedia show available in eight languages.

Cost: Free (included in registration fee)

Time: 10:00am–4:30pm

Meals Included: Bag lunch (or catered lunch on-site)

Travel Time: 15 minutes each way

Website: www.pacmusee.qc.ca



A Country to Dreams: Canada Under Construction

Featured Attractions: Sir George-Etienne Cartier National Historic Site and the Lachine Canal National Historic Site

Nearly 150 years ago, Sir George-Etienne Cartier and the other Fathers of Confederation had a vision—to build a country with a lasting democracy that would serve as a model for the world.

This country, Canada, was created in 1867. Canada is now preparing to celebrate its 150th birthday. We invite you to be part of those celebrations.



Come to Sir George-Etienne Cartier’s Victorian-era home in Old Montreal and see how it was restored to showcase the life of the bourgeois in the early days of Canada.

Just as Sir George and his fellow fathers did many years ago, you, too, can have a vision for the future by participating in Parks Canada’s new collaborative storytelling project.

Then it’s off to Atwater Market, one of Montreal’s oldest public markets. Savor the smells and tastes of Quebec and meet passionate local artisans.

The second part of the off-site session will get you moving—either on foot or by bike. Discover the secrets of the Lachine Canal and how it led to the industrialization of Montreal. For those choosing to explore by bicycle, a guide will bring you to various interesting stops along the waterway. For those on foot, a mobile device will be your guide. (A limited number of mobile devices will be provided but if you have your own, you can download the Explora at the Lachine Canal app from iTunes/Google Play prior to the visit.)

Cost: Free (included in registration fee)

Time: 9:30am–4:00pm

Meals Included: Bag lunch (or catered lunch on-site at Atwater Market)

Travel Time: 20 minutes each way plus 10 minutes between sites

Accessibility: Includes walking (at own pace with self-guided mobile app) or bike riding (8km)

Website: www.parkscanada.gc.ca



Post-Conference Trip Option: Old Quebec City and La Mauricie National Park

May 7–9

After the conference, we will be leading a small group on a tour of three spectacular places in Quebec.

Explore La Mauricie National Park, a beautiful park protecting over 500 square kilometers of rivers, lakes, and forests. Meet with park staff, go for a short hike, and enjoy the lookouts as we travel through the park. Then, enjoy the company of fellow colleagues over dinner and drinks in the small Quebec town of Shawinigan.

The next day, brave a cable car ride to the top of Montmorency Falls, a stunning waterfall crashing towards the mighty St. Lawrence River. After a scenic lunch, we’ll continue to Old Quebec City, the only remaining fortified city north of Mexico and a UNESCO World Heritage Site. Walk with Parks Canada interpreters and hear the many stories contained in the stone walls and buildings. Afterwards, continue to explore the city with your new friends. Dinner is on your own—a chance to explore the Quebec City culinary scene.

On the last morning, we will head back to Montreal, with great connections, fantastic memories, and full bellies.

Cost: \$425 (two-night, three-day trip includes transportation, lodging, and all meals except Friday night dinner)