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 @LindaLifeCEO



ATTENDANCE TRENDS 2002-2011

- 155 centres participated (90 in US).
- Total on-site attendance increased for most of the decade (by 24%).
- Peaked during 2009/10.
- Very small centres saw highest increase (72% overall).
- Large institutions saw lowest (2.4%).



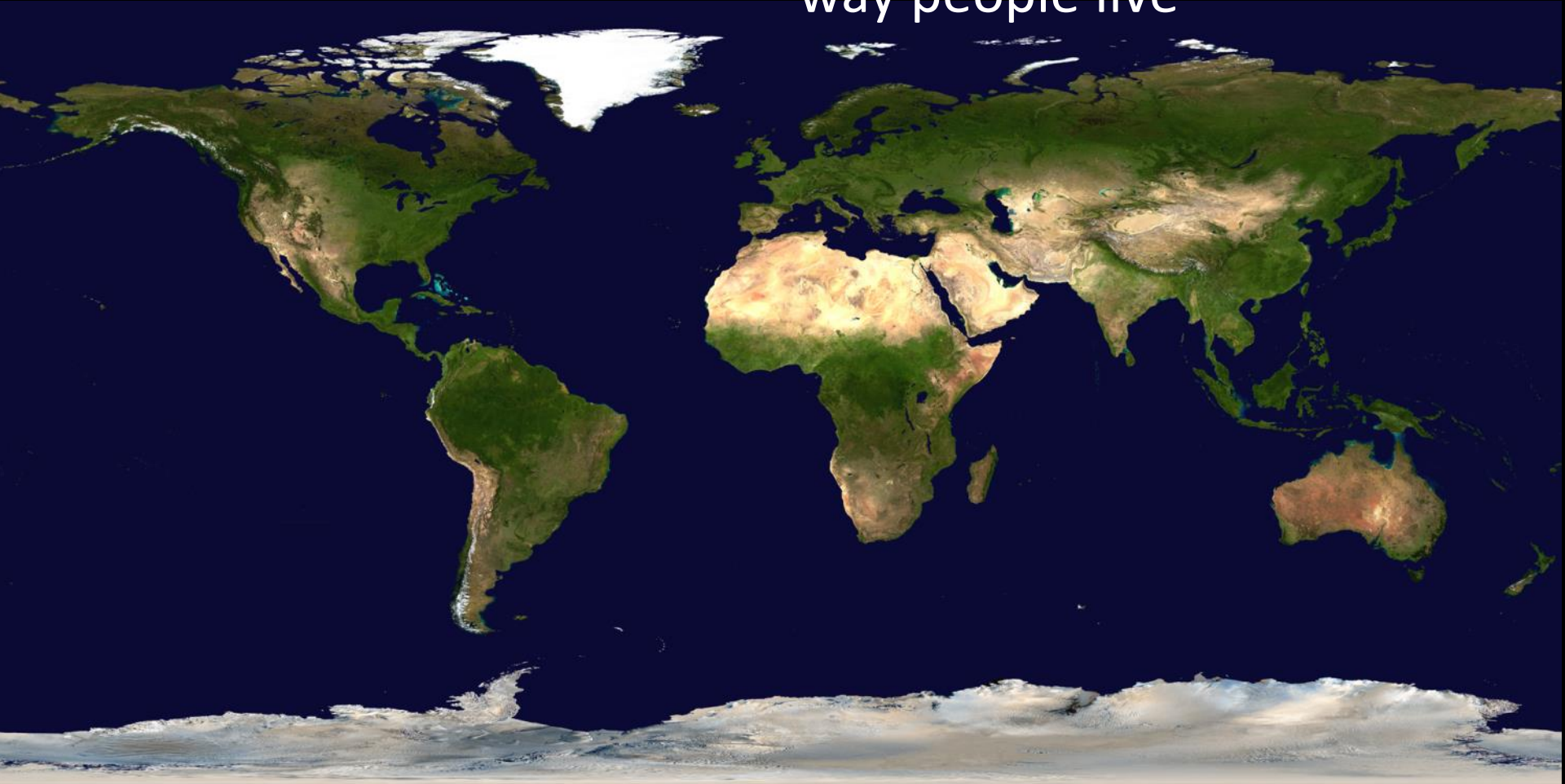
INFLUENCES

- Internal – exhibit quality
marketing
customer care
amenities
- External – economic climate
demographics
competition
societal change



Megatrends:

MAJOR shifts in environmental, social and economic conditions that will *SUBSTANTIALLY* change the way people live











Handwriting
A biography
A poem
A pamphlet
A myth
A story
A rap
A newspaper report

Audience
The Queen
The Head Teacher
A company
A politician
A child you don't know
A jumbaloo
Your friend
Your teacher
A group of teenagers

4M3 Weekly Check List
Checklist
Checklist
Checklist

Blakelaw
Blakelaw
Blakelaw

Handwriting
Handwriting
Handwriting

Our School Rules
Our School Rules
Our School Rules





**Exploratorium, San Francisco, USA
(opened 1969)**

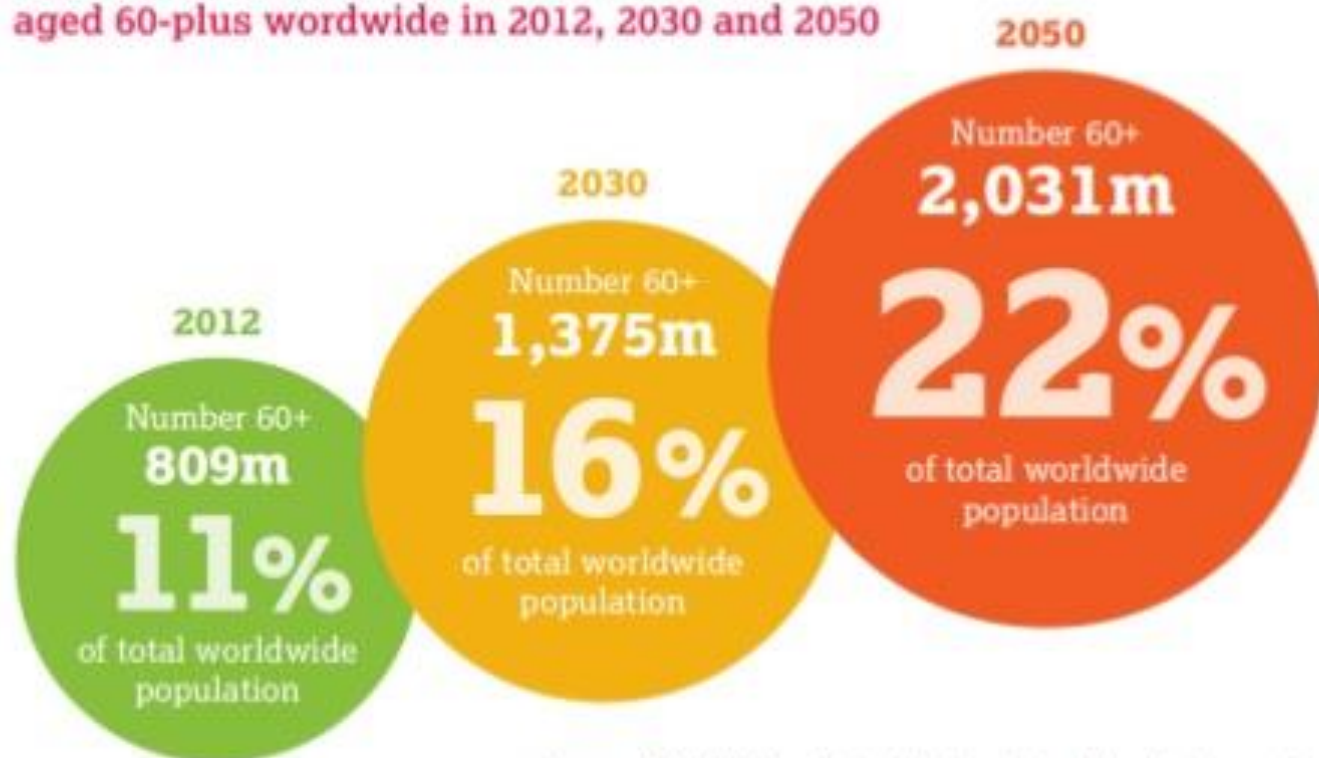


Ontario Science Centre, Toronto, Canada
(opened 1969)

Changing Demographics

Scale and rate of global population ageing

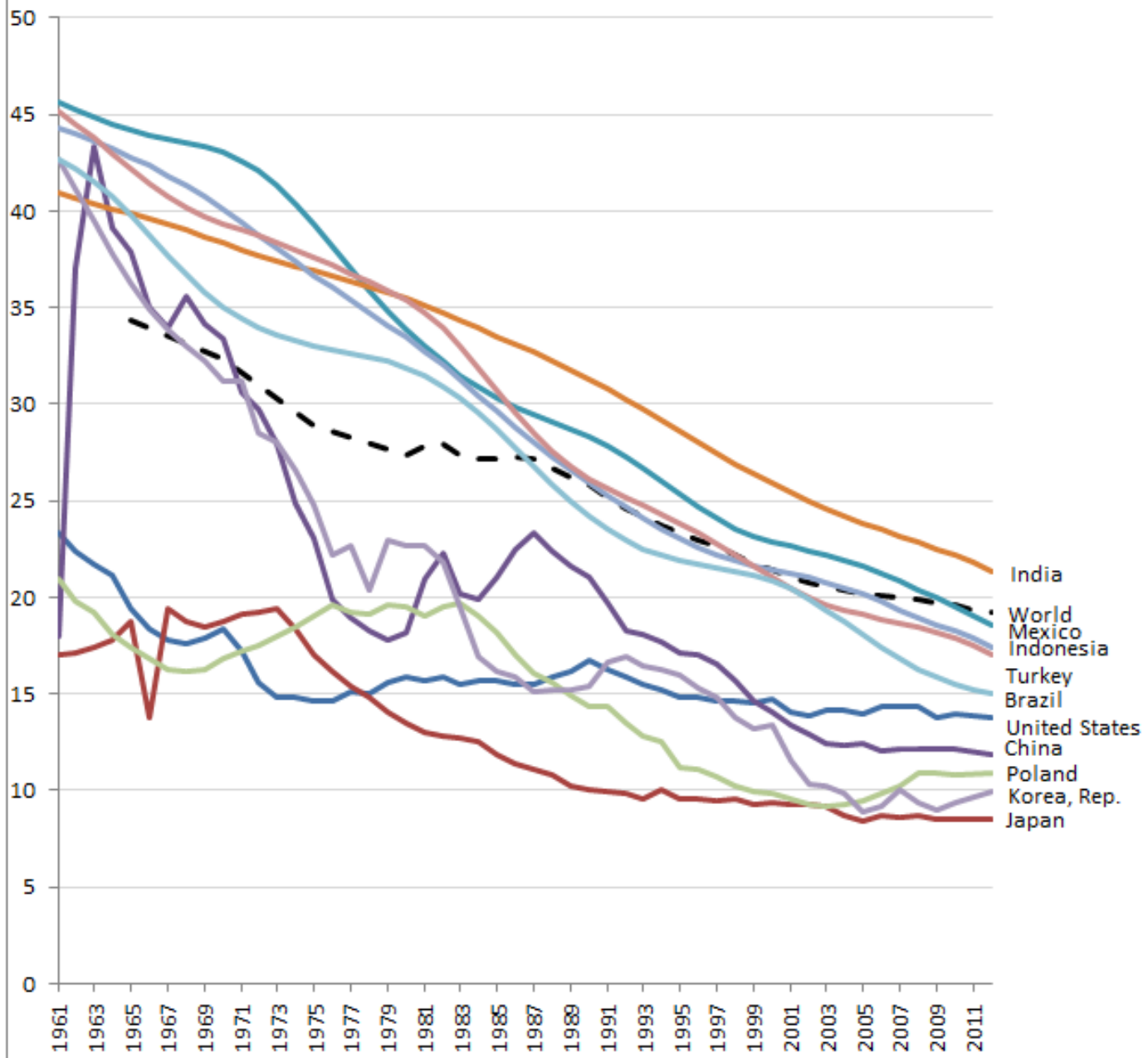
Figure 2: Number and proportion of people aged 60-plus worldwide in 2012, 2030 and 2050



Source: UNDESA Population Division, Population Ageing and Development 2012, Wall Chart, 2012; UNDESA Population Division, World Population Prospects: the 2012 Revision, 2013



Birth Rate (per 1,000 people)



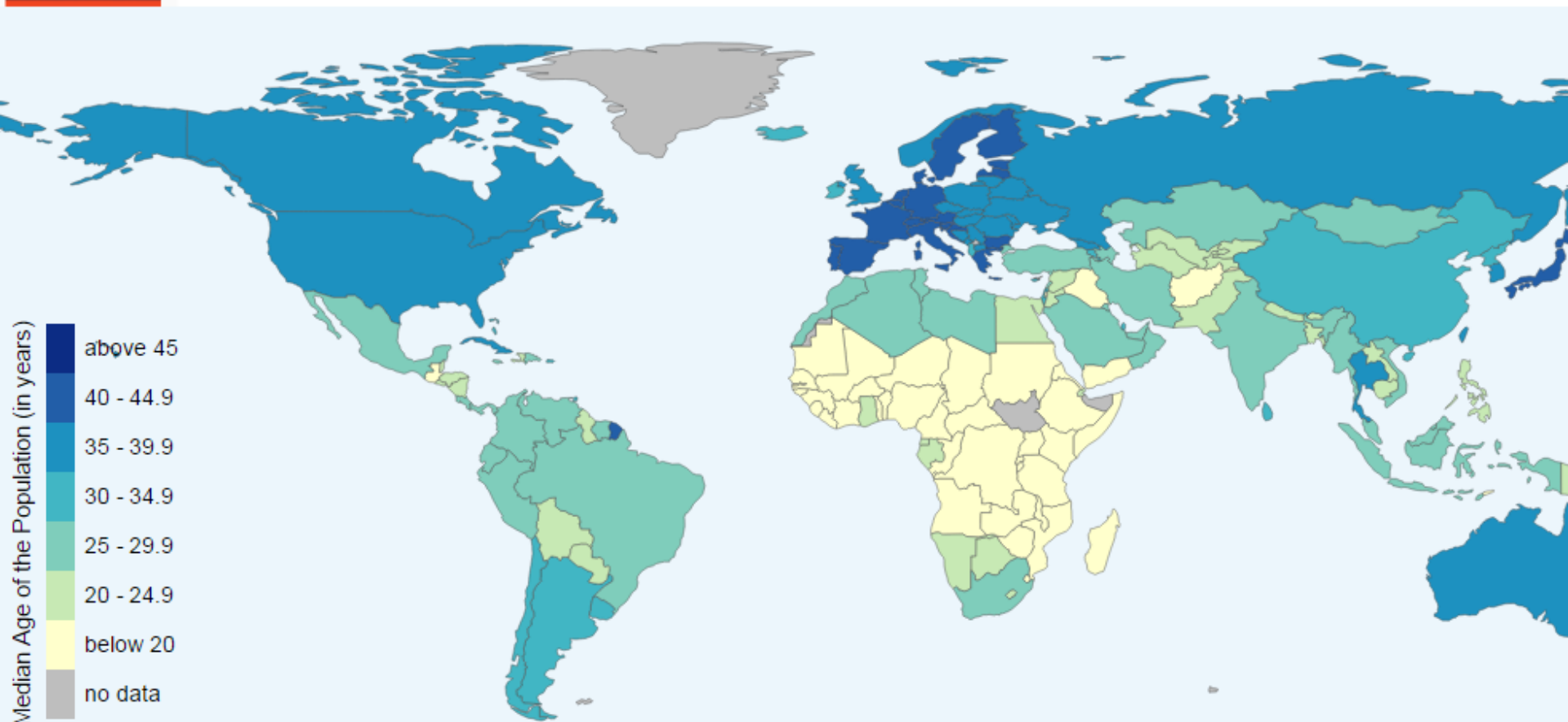


The number of children is not growing any longer in the world. We are still debating peak oil, but we have definitely reached peak child.

— *Hans Rosling* —

AZ QUOTES

Median Age of Population in the year 2010



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Data source: UN Population Division, 2012 revision



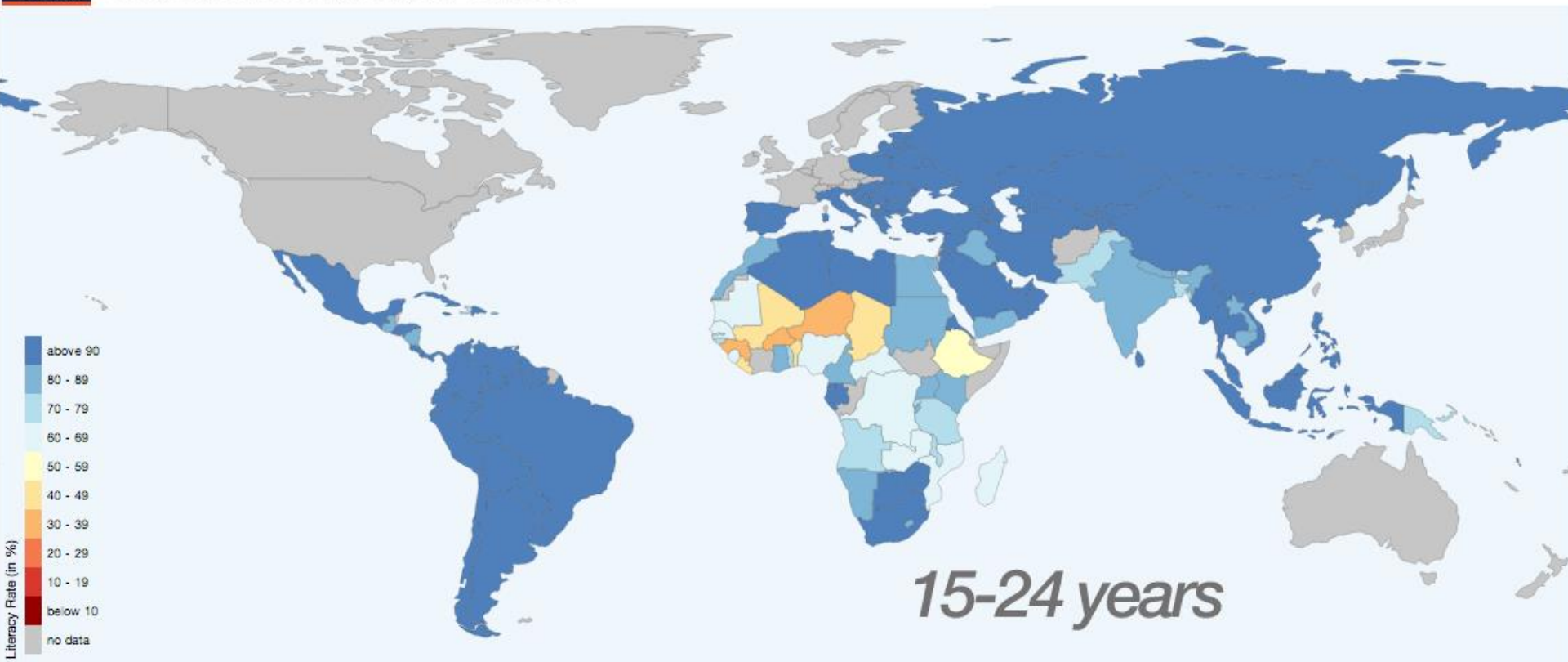


Aero State
ATHL

October 3, 2013
Introduction
Welcome to the Regie Science Center
Solid Planets
Liquid Planets
Gaseous Planets
Dwarf Planets

REGIE SCIENCE CENTER
Fueling Our Curiosity of Progress

The Rise of the Individual

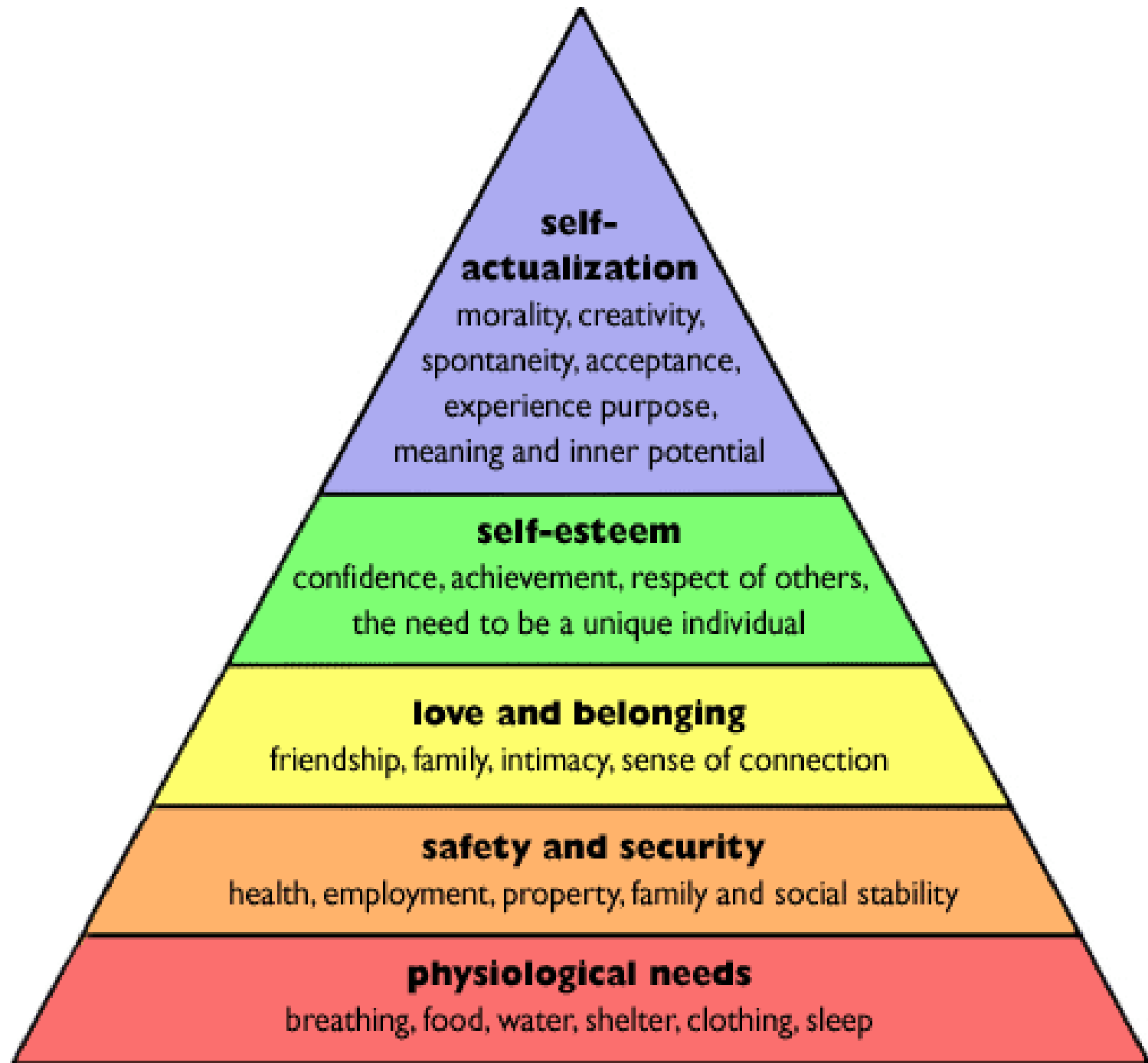


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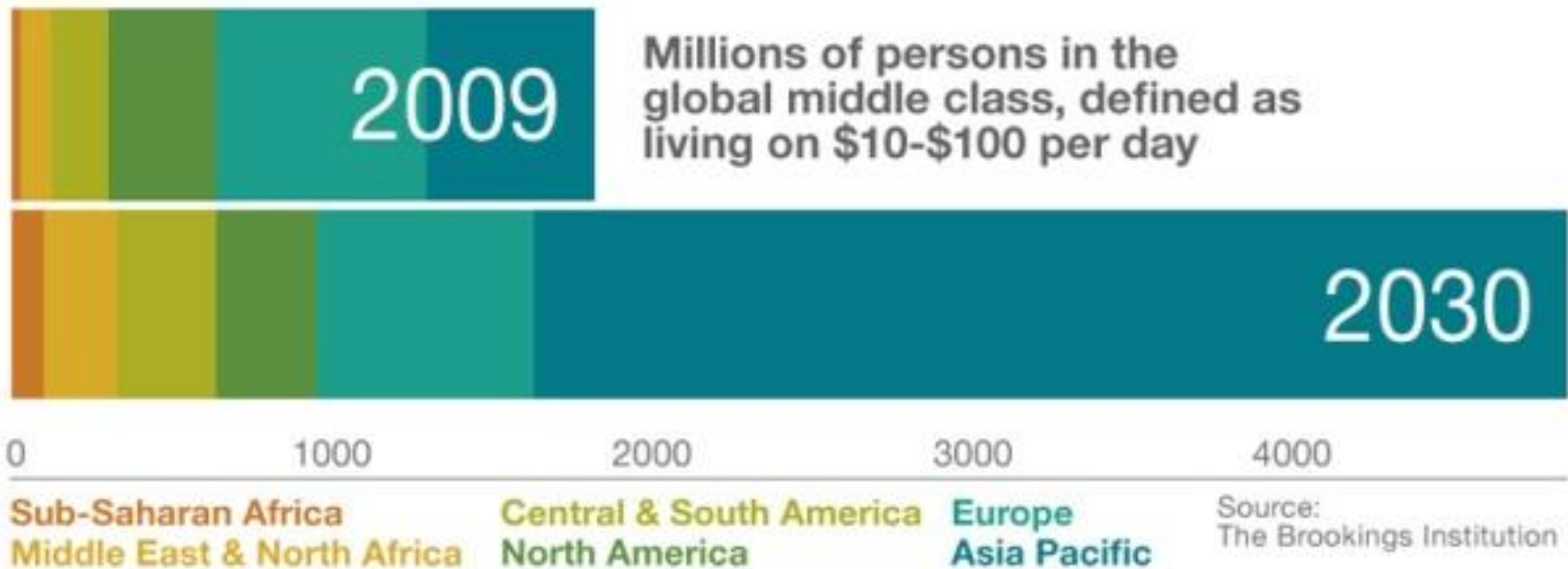
Data source: UNESCO



Frontline SMS



Growth of the global middle class



1 BILLION TOURISTS BILLION OPPORTUNITIES

A green silhouette of a person walking, carrying a backpack and talking on a mobile phone. The person is positioned to the right of the main text, partially overlapping the word 'TOURISTS'.

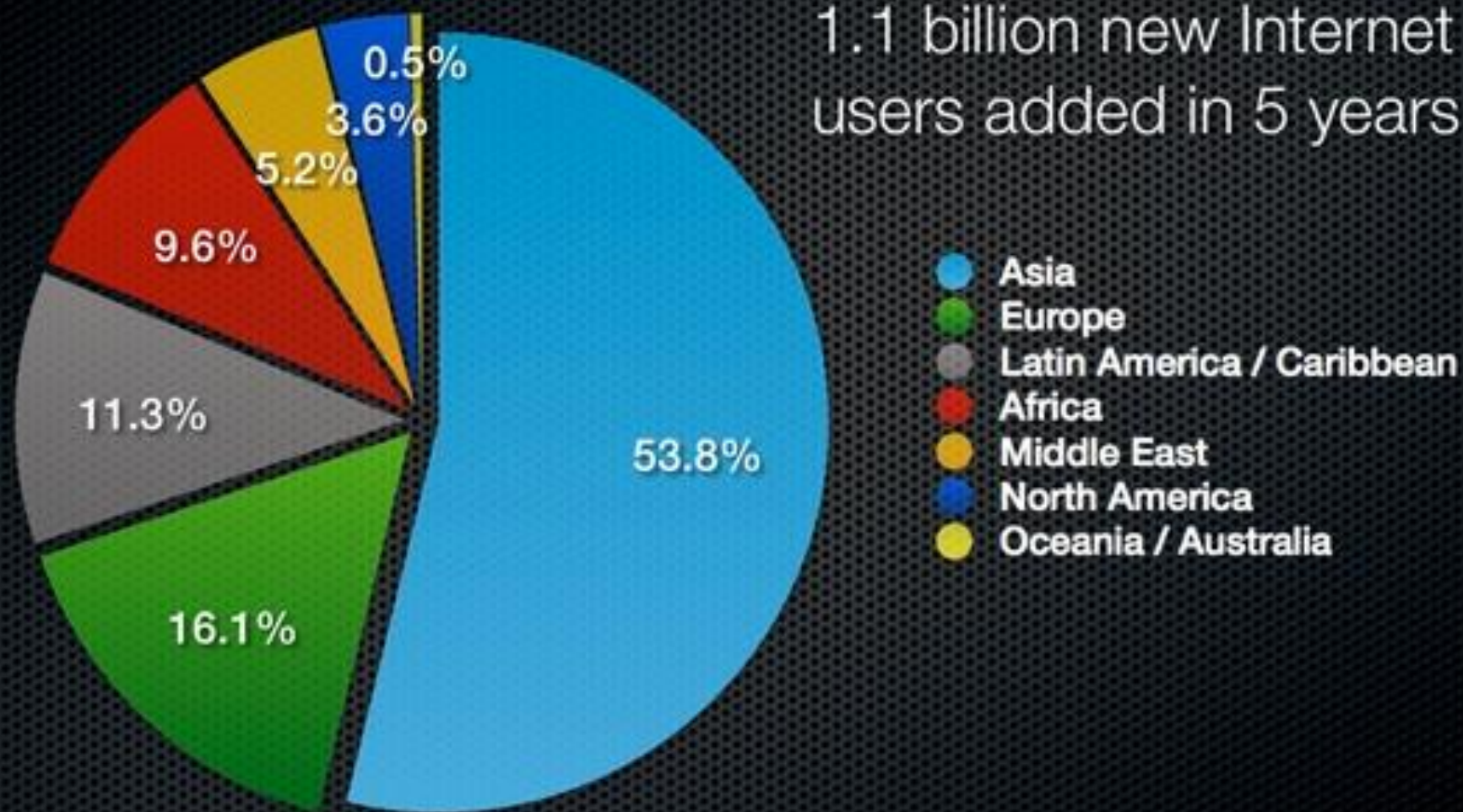
World Tourism Day - 27 September 2015

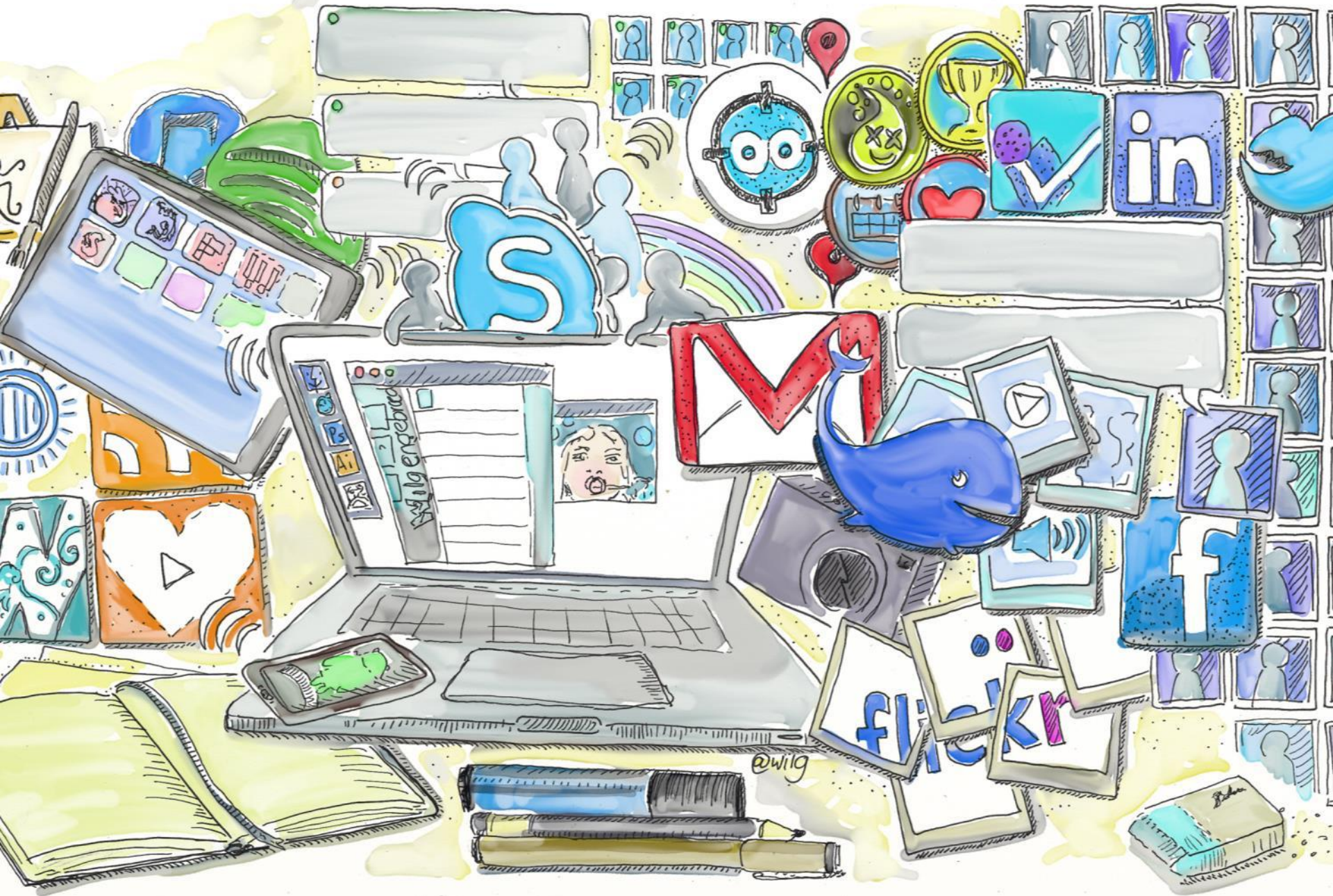




Share of Internet population growth, 2007 - 2012

1.1 billion new Internet users added in 5 years











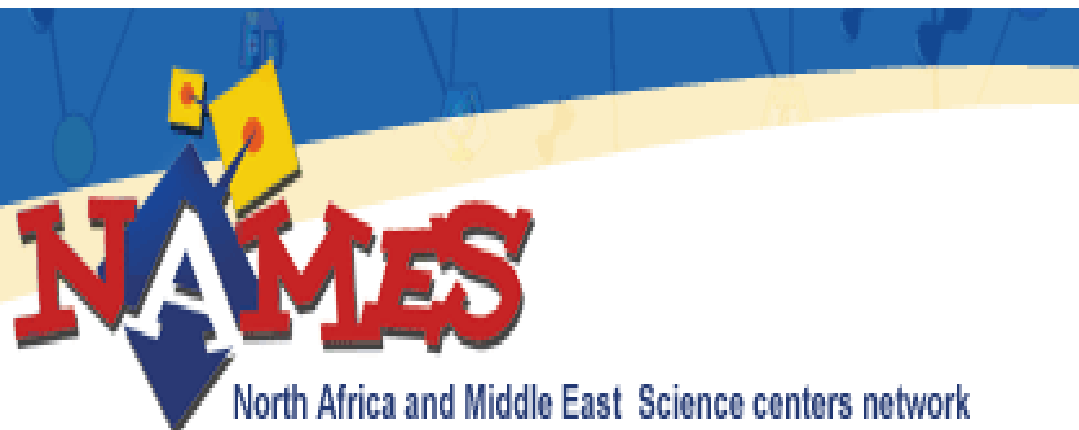


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**International Science Centre and Museums Day
November 10, 2016**

**Science Centre World Summit
Miraikan, Tokyo
November 14-17, 2017**

