

EdGeo Workshops: the success is in the marketing

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The success of the 1994 EdGeo Workshop in Halifax - the first held in Nova Scotia in 11 years - convinced the organizing committee that future efforts would be sell-outs. Thus, failure to attract more than eighteen teachers to the second Workshop, held in Sydney in 1995, was a humbling experience. Where did we go wrong? We had distributed an attractive flyer in early May and given teachers about six weeks advance warning of the registration deadline. The 1994 participants confirmed that late August was an appropriate time to hold the workshop. And for the exorbitant registration fee of \$20, we included lunch on the Monday, a half-day field trip, a banquet, and resources estimated to be worth about \$400. However, we made a serious mistake in

our inability to recognize the importance of communication and marketing. This is changing. Through the support of the Nova Scotia Science Teachers Association, and our increased experience, we are learning how to inform the teachers with maximum effect. The results: by December 1995 we already had a probable ten registrants for the 1996 Wolfville Workshop, more than the number of initial registrants for the 1995 Sydney Workshop. This is no guarantee of success but it does show a heightened awareness of the EdGeo Workshops and their benefit to science teachers. This should, ultimately, mean a bigger impact on earth science education in the province and readily available resources for most teachers, a priority in this era of diminishing funding for education.