

C. Program Development

To focus attention on specific aspects of the theme and to attract professional audiences at specific times during the Exposition, fourteen topics and timeframes were defined and called Specialized Periods. Four Special Events, oriented to the public, but designed for involvement by international participants were also included in the program as well as certain ongoing theme-related activities (see Table 1).

The goal for the development of each Specialized Period was the same - to create a program of conferences, seminars, displays and demonstrations that would bring professionals from all over the world together to discuss new ideas and examine new technology. International participants were invited to exhibit new technology, free of charge (except for opportunities presented by a few endorsed commercial trade shows) in facilities to be provided by EXPO 86 both on and off the Expo site. The Participant or exhibitor was expected to bear the cost of transporting exhibit items to and from Vancouver. Each Specialized Period required a different approach and resulted in a different mix of events. Some Specialized Periods topics and timeframes were chosen to coincide with previously scheduled conferences and events which formed the nucleus around which supplemental programming was developed. The final program included approximately 150 separate events. (See Appendix A)

A relatively small but important number of these events were produced and funded by EXPO 86. The program relied heavily on events organized by outside groups such as professional organizations, government agencies and special interest groups. These events were brought under the umbrella of the Specialized Periods program through an endorsement process which gave the event organizers the right to use a specially designed EXPO 86 logo and allowed some of them to produce their events on-site.

As the program evolved, Specialized Periods staff were approached by an increasing number of outside event organizers whose events were not necessarily international in scope or professionally oriented. Since they were theme-related, many events were endorsed and added to the Specialized Periods program. The most successful events in this category were a display of vintage steam traction engines, an international Formula I power boat race, a display of Rolls-Royces, and an international skateboard competition.