

BUSINESS INNOVATION SYMPOSIUM (E6)
New Space and New Science (3)

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SPACE ENGAGEMENT: CASE STUDIES AND NEW MARKETING STRATEGIES

Abstract

The new space age, in conjunction with the social media boom and movement toward experiential learning have enabled and opened up for new and innovative ways to re-brand and promote space to the masses. Some refer to the current space age as “Space 2.0” marking the dawn of NewSpace and commercial space ventures. With characteristics of new competition coming into play, and with prospects of space tourism, commercial space flights, and many other NewSpace ventures, Space has a new appeal. Many organizations, including agencies, educational institutions, commercial firms and non-profits are recognizing and leveraging these changes. This paper analyses a slew of organizations that are undertaking Space Engagement activities in new and innovative ways.

This paper analyses a number of organizations, projects and activities that aim to educate, engage and inspire the public about outer space. These activities may encompass various education types (from informal to experiential), entertainment mediums (including film, music and fashion), media outlets (from traditional to social media), incentive based programs (incl grants and competitions), age groups, link with global initiatives (such as STEM, sustainability, environment) and other industries (from arts to health and law), and geographical significance. The best strategies and practices are discussed and a number of organizations are showcased as case studies.