

# Sharing our natural and cultural heritage: interpretation can make us citizens of the world

Saturday 15 to Tuesday 18 June 2013



International Conference  
on Heritage Interpretation  
Sigtuna, Sweden 2013

Dear presenter,

The conference in Sweden is now very near and it's time to let you know about the timetable for our sessions and workshops. Because of constant updates, it has taken more time than we expected but we hope that we have created a really good programme that includes all your wishes and needs.

We will have a projector and a Windows/PC laptop with PowerPoint and Acrobat reader in every room. We do not know which PowerPoint version will be installed on which laptop as they will come from different people thus we advise to save your file your current version and a second version for Office 2003. You can bring your own Mac/Linux notebook or tablet, but we cannot guarantee that it will work flawlessly with the projectors so please bring your presentation on a USB and / or CD-Rom. You don't need to send it in advance but you might want to upload it to a cloud system or website as an emergency back-up in case there are difficulties with the USB stick. Better safe than sorry!

Please bring your presentation to the room where you will be speaking **at least** 20 minutes before your session block starts (e.g., in the morning or at the beginning of the coffee break ahead of your session block). If you want to check beforehand that everything will be ok, we can arrange that; please contact one of the conference organisers,

As in previous years, we have limited the number of participants in workshops to twenty or thereabouts. This offers a more effective working environment. Please let us know if you can work with a larger audience or would prefer a smaller one.

In the attached document you will also find some guidelines that will help to make your session satisfactory for all participants whether native and non-native English speakers.

We are all looking forward to this exciting event. Good luck with your presentation or workshop.

See you in Sweden!

Bettina and Patrick Lehnés on behalf of the Conference Steering Group – Bill Taylor (chair), Darko Babić (IE), Duane Fast (NAI), Michael Glen (IE), Bettina and Patrick Lehnés (IE), Amy Lethbridge (NAI), Eva Sandberg (SLU), Peter Seccombe (IE), Per Sonnvik (SLU), Christina Svensson (SLU)

Contact: Patrick and Bettina Lehnés, Interpret Europe, +49-7681-4979 003; [mail@interpret-europe.net](mailto:mail@interpret-europe.net)

## ‘Keep it Simple’ – a message for all presenters

You have been selected to give a presentation, or run a workshop, at the Interpret Europe Conference, 2013.

Delegates at the conference will be coming from over 40 countries, speaking at least 26 different languages. We will be using English as the common language and there will be no interpreters to translate into other languages.

At previous conferences some presentations were difficult for non-native English delegates to understand – they were too complex or were delivered too quickly and sometimes difficult to follow due to strong local accents. We hope you will be sensitive to your audience and use a range of methods to help everyone understand what you say.

When you prepare and deliver your presentation or workshop please remember these points:

- Many people in your audience will **not** speak or understand English as their **first** language
- People will understand more easily if you use **simple language** and speak **slowly** and **clearly**. If English is your first language you should plan to include only about 2/3 of the content you would for a group of native speakers.
- Your audience may not understand **technical language** or **local expressions** – if you have to use them they will need to be explained.
- Present your main points in both **written English** and **spoken English** and if necessary repeat them using different simple words.
- You can use a **range of media**, not just the spoken word, to make your point.
- These guidelines apply to **questions from the audience** as well as to formal presentations. Ask people to keep their questions short.
- The chair, or speaker, should **repeat all questions** to make sure everyone has understood them.
- **Ask people to tell you if they do not understand what you are saying**

This is a conference about ‘interpretation’, which is the art of ‘explaining the meaning of things’. We would like everyone at the conference to understand and feel inspired by what you present.

**Remember KIS – Keep it Simple!**

## Presentations

The presentations and workshops are for sharing information, ideas and experiences, not for promoting businesses. Outside the sessions there will be space at the conference where you can market your business, or present interpretation materials. You can find information about booking tables or floor space on the conference website.

Presentation	Workshop
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## Saturday 15 June

Time	Room	Programme
13:00 onwards	Reception	Arrival and registration
14:00 - 16:00	Ansgar	Towards a quality policy for Interpret Europe (internal workshop for members)
16:00 - 17:00	Restaurant area	Coffee break
17:00	Ansgar	General Assembly Meeting (for Interpret Europe members)
19:00	Västersalen	Conference opening Welcome and Swedish folk dance with <i>Philochoros</i>
20:15	Restaurant area	Informal gathering with buffet and drinks

## Sunday 16 June

Time	Room	Programme
08:30 - 09:00	Västersalen	Key-note: Becoming Better Interpreters and Better Citizens of the World - <i>Ted Cable, USA</i>

### Parallel sessions

Time	Västersalen	Classroom	Söderblom	Olof Skötkonung	Ansgar
09:15 - 09:40	Sheritage: Sharing + Heritage <i>Jane Severs, Canada</i>	Nature interpretation as a democratic forum for deliberation on future - a sustainability perspective <i>Elvira Caselunghe &amp; Hans Peter Hansen, Sweden</i>	Connecting Communities to Nature: Biophilia for an Urban Society <i>Juan-Carlos Solis, USA</i>	Evaluating perception of interpretation and visitor management techniques at Malta's heritage sites <i>Dr George Cassar &amp; Marie Avellino, Malta</i>	Eco-tourism in Korean National Parks <i>Hong Geun Yoon, Korea</i>
09:45 - 10:10	Applications of a participatory culture model in relation to the principles espoused in the ICOMOS Ename Charter <i>John H Jameson, USA</i>	Redefining the role of nature interpretation in natural resources management <i>Eva Sandberg, Sweden</i>			Community-based ecotourism: Comparative Case Studies from Rwanda and Malaysia <i>Lisa Brochu &amp; Tim Merriman, USA</i>
10:15 - 10:40	Making the common special <i>Abby Mc Sherry &amp; Carmel Brennan, Ireland/UK</i>	Swedish EPA and its work with nature interpretation <i>Evelina Selander, Sweden</i>	Sinai and Eastern Anatolia: Two Different Methods of Sharing Cultural Heritage <i>Basim Rozmeri, USA</i>	Between space and place: interpretation by walk. The foot as measurement unit <i>Sara Bonati, Francesco Visentin, Italy</i>	
10:45 - 11:10	Coffee break				

Time	Västersalen	Classroom	Söderblom	Olof Skötkonung	Ansgar
11:15 - 11:40	Spiritual journeys? Exhibiting Religion at the British Museum <i>Stuart Frost, UK</i>	Can we train citizens of different educational levels to offer interpretive programs? <i>Marisol Mayorga, Carlos Rosero, Jon Kohl, Costa Rica</i>	Interpreting beguinages: about women social experiments and other dangerous things <i>Willem Derde, Belgium</i>	Let the story into your hart <i>Tomas Carlsson &amp; Ida Junker, Sweden</i>  The secrets of using oral storytelling <i>Ida Junker &amp; Tomas Carlsson, Sweden</i>	Re-exploring the meaning <i>Natalija Čosić &amp; Veljko Džikić Serbia</i>
11:45 - 12:10			City Stories: interpreting Georgian Bath for local to global audiences <i>Kristin Doern, UK</i>		Interpretation of cultural landscape of Humska čuka in Niš-Serbia <i>Nataša Luxor, Serbia</i>
12:15 - 12:40	Interpretation and misinterpretation of a narrative landscape. The case of Lake Bohinj, TNP, Slovenia <i>Marjeta K. Svetel, Slovenia</i>	How to empower local stakeholders to carry out interpretation projects <i>Patrick Lehnies, Germany &amp; Peter Seccombe, UK</i>	Audiovisual heritage: how to use interactive tools in educational programs using audiovisual content <i>Naftalie Hersher, Netherlands</i>		We live here from ever and International Alpine flower festival in Bohinj <i>Klemen Langus &amp; Tina Trampuš, Slovenia</i>
12:45 - 13:10	Cutting the carbon: interpretation, sustainability and citizenship in a time of global warming <i>David Masters, UK</i>				1000 wild flowers for 1000 personal stories of patchwork meadow <i>Jana Vilman&amp; Klemen Langus &amp; Tina Trampuš, Slovenia</i>
13:15 - 14:45	Restaurant area	lunch including coffee			
15:00 - 19:00	Study visits including coffee break - Sigtuna - Skokloster - Uppsala				
20:00	Restaurant area	Dinner			

## Monday 17 June

08:30 - 09:00	Västersalen	Key-note: Developing democracy through interpretation Mette Aasgard Knudsen & Poul Hjulmann Seidler, Denmark
09:30 - 18:30		All day study visits - Skansen - Tyresta - Vasa
18:30 onwards		Free evening - choices: - Dinner on a pleasure boat sailing around Stockholm - free time to discover Stockholm - time to relax in Sigtuna

## Tuesday 18 June

08:30 - 09:15	Västersalen	Plenary session reporting on site visits
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### Parallel sessions

	Västersalen	Classroom	Söderblom	Olof Skötkonung	Ansgar
9:30 – 9:55	What Characterize good nature interpretation for children and young people <i>Torfinn Rohde &amp; Brita Homleid Lohne, Norway</i>	Revitalizing your heritage Site <i>Nicole Cann, Canada</i>	Participatory interpretive frameworks increase community involvement in interpreting heritage sites <i>Jon Kohl &amp; Nuno Domingos, Costa Rica</i>	Involve me and I will understand – The success of a local student horseshoe crab rearing project <i>Yuen Ting Wong, Hong Kong</i>	Introducing heritage interpretation in Russia's Lake Baikal Region: Challenges and opportunities <i>Chuck Lennox, USA &amp; Tatiana Starova, Russia</i>
10:00 - 10:25		“Half the Kingdom is yours” – how can interpretation support this message? <i>Lena Flodin &amp; Eva Rosander, Sweden</i>		A culture of respect and good will <i>Kye-Joong Cho, Korea</i>	European stud culture - a forgotten heritage? <i>Alexandra Lotz, Germany</i>
10:30 – 10:55	ARNA - interpretation through art <i>Kerstin Jakobsson, Sweden</i>				
11:00 -11:25	Coffee break				
11:30 – 11:55	Ignore them at your peril: Why we need to involve stakeholders in interpretation <i>Nicole Deufel, UK</i>	A Tale of Two Tablets <i>Peter Grant, Australia</i>	Assessing your community's HEART-Healthiness <i>Tim Merriman &amp; Lisa Brochu, USA</i>	Museums building community: Meaning-making and place-making through “Domestic Integrities” Project <i>Gail Vander Stoep &amp; Laura Johnson &amp; Cadi Fung, USA</i>	Pan Wales heritage interpretation <i>David Penberthy, UK</i>
12:00 - 12:25		Working with values for nature <i>Pella Thiel, Sweden</i>		Our world heritage – interpreting a cultural landscape with local character(s) and world connections <i>Lisa Keys, UK</i>	Heritage interpretation: two cases of study in South Brazil <i>Luiz Custodio, Brasil</i>
12:30 – 12:55				Interpretation in Transition <i>Thorsten Ludwig, Germany</i>	Development of a 5-year intensive interpretive services and skills training program <i>Ju-Hee Lee &amp; Yeon Jin Lim, Korea</i>
13:00 - 14:30	Restaurant area	Lunch			

		Classroom	Söderblom	Olof Skötkonung	Ansgar
14:30 – 14:55		Building bridges through interpretation - can we do it? <i>Marie Banks, UK</i>	Interpreting mutual connections in story/geology/design at Grand Canyon & Crater Lake National Parks <i>Pete Peterson &amp; Steve Mark, USA</i>	Using interpretation to change lives at the George Town UNESCO World Heritage site, Penang <i>Sue Hodges, Australia</i>	Role modelling active citizenship at the Museum of Australian Democracy: How actions might speak lou... <i>Kate Armstrong, Australia</i>
15:00 - 15:25					Interpreting war as citizens of the world - a challenge for Europe in 2014-2018 <i>Susan Cross, UK</i>
15:30 – 15:55		Tracing a Universal Viewpoint in the Interpretation of Heritages <i>Per Hedfors, Sweden</i>	Is social cohesion affecting heritage landscape perservation and interpretation? <i>José Manuel De Mascarenhas &amp; Filipe Themudo Barata &amp; Sofia Capelo, Portugal</i>		
16:00 -16:25	Coffee break				
16:30 – 16:55		In-service trainings and project work for museum interpreters/ A Hungarian example <i>Aniko Miszne Korenchy, Hungary</i>	Migratory wildlife shows how we are all citizens of one world, can international interpreters help <i>Peter Phillipson, UK</i>	Get started! Creative ways of provoking new insights and ideas interpreting heritage sites <i>Anita Synnestvedt, Sweden</i>	Interpretive Design - a new approach to planning experiential interpretation <i>Lars Wohlers, Germany</i>
17:00 - 17:25		Interpretation and augmented reality <i>Ezequiel Pinto-Guillaume, Sweden</i>			Why should everybody find the treasures of Delegyhaza? Using Interpretation developing a village <i>Arpad Boczen, Hungary</i>
17:30 - 18:00					
19:00	Västersalen	Closing Key note James Carter, Scotland			
19:30		Dinner and entertainment			
21:00		Invitation to next year's conferences Life Auction			