

## Executive Leadership Development in Heritage Management Workshops

### Personal Interpretation for Natural and Cultural Heritage

Autumn, 2020

Location:

The Heritage Management Organization Headquarters  
Anaxagora 3 street, 10552, Athens, Greece

**Heritage Interpretation** is a structured approach to **non-formal learning**, specialized in **communicating** significant **ideas about a place to visitors**. In this **six-day course**, participants will familiarize themselves with the principles of a quality based method for Heritage Interpretation and will practice how to perform personal interpretation on their own.

Through **interactive exercises, presentations and discussions**, participants will learn how to turn phenomena into experiences, provoke resonance in visitors of heritage sites, offer paths to deeper meaning and foster respect for all heritage, as well as how to give and receive feedback on their own performances.

Participants will have the opportunity to obtain a **certificate as Interpretive Guides** from [Interpret Europe](#) - the European Association for Heritage Interpretation. To do so, they will be asked to perform an interpretive talk, present a peer-review exercise, compete a short written test and deliver a homework task (their own plan for an interpretive walk based on a real interpretive project), under the guidance of the instructor.

The workshop's instructor, **Valya Stergioti**, is a freelance interpretive trainer and planner. She has more than 20 years of experience on organizing and implementing interpretive workshops about heritage for adults and children. She works in collaboration with different NGOs and other institutions all over Greece and has more than 10 years' experience in adult training. As **Interpret Europe's Training Coordinator**, along with the members of the Training Team, she is responsible for the creation and implementation of a quality, interpretive training program that will meet the needs of heritage professionals from all over Europe. Valya is inspired by the influence that heritage interpretation can have on individuals and is always looking for new ways to enrich and improve her training activities.

**Only scholarship holders** are accepted to this workshop. Scholarships cover the majority of the tuition fees, except for an amount of 300€ that all participants have to contribute. For details, contact us at [info@heritagemanagement.org](mailto:info@heritagemanagement.org).

- **A. G. Leventis Foundation scholarships** will be available for heritage managers working on (broadly defined) Greek cultural heritage (excluding airfare/travel and hotel expenses).
- **Benefactors' scholarships of the Heritage Management Organization** for participation will be available for qualified candidates (excluding airfare/travel and hotel expenses).

To apply for this workshop please:

1. Fill in and submit the [Executive Leadership Program in Heritage Management Application Form](#)
2. After receiving confirmation of receipt of your application, complete the application process by submitting your **CV, a personal statement** (describing your current project that will benefit from this training) and a **reference letter** (which may come in separately by your referee at their earliest convenience). All your application documents may be submitted by email to [info@heritagemanagement.org](mailto:info@heritagemanagement.org). Personal statements should not exceed 750 words in total.
3. A reasonable **proficiency in** spoken and written **English** is required to attend the course.
4. Shortlisted applicants will be asked to participate in a personal (oral) **interview**.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. [Heritage Management Organization Membership](#) comes with participation in any our Organization's Executive Leadership in Heritage Management Workshops.

***Spaces for this workshop are limited, so please apply early.  
The application deadline is Friday 13 March 2020.***

For questions regarding the application process and the administrative aspects of the course, contact us at [info@heritagemanagement.org](mailto:info@heritagemanagement.org).