

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

Interpretive Writing for Natural and Cultural Heritage

27 - 29 January 2023

Online International Workshop

The key to effective word-based Heritage Interpretation is written text that grabs and holds the reader's attention.

During a 3-day online course, participants will discover and practice a wide range of techniques to engage visitors and master the techniques of interpretive writing. Participants will strive to become a HERITAGE-accredited Interpretive Writer, after successfully completing, and being assessed on, the following exercises:

1. Developing a strong theme for a piece of interpretive writing
2. Turning a poorly-written and laid out heritage graphic panel into a good example of interpretive writing and panel presentation
3. Editing and rewriting a complicated interpretive graphic panel utilizing the principles of interpretive writing and the importance of plain language
4. Preparing an original piece of interpretive writing and draft graphic panel, incorporating the techniques taught in the course.

In addition to the tasks above, participants will take part in a range of other exciting activities. This includes a virtual visit to a cultural site to see how it is interpreted - and creating a new graphic panel for it. Participants will also write a creative interpretive text about their chosen heritage feature based around Elefsina/Eleusis, a town significant in Greek history on the outskirts of Athens.

The course's instructor, Steven Richards-Price, is a heritage interpreter with many years of practical experience working for natural resources agencies in Wales, UK. In his part-time role with Natural Resources Wales as Visitor Experience Specialist Advisor, he connects people with state-owned forests and National Nature Reserves. He is a former:

- Chair of the UK Association for Heritage Interpretation (AHI)
- Interpret Europe Supervisory Committee Member

- Interpret Europe Training Team member/Trainer
- Vice-Chair of Interpret Wales.

He ran this as a physically-attended course in Elefsina for three years, with excellent feedback from participants. In 2020, due to the global pandemic, the course was offered online for the first time. Following the success of the online course since then we are pleased to announce that we will be running it again this year.

Only scholarship holders are accepted to this workshop. Scholarships cover the majority of the tuition fees, except for participants' contribution. For details, contact us at info@heritagemanagement.org.

- **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. Continue with 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).
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 1 December 2022.

For questions regarding the application process and the administrative aspects of the course, contact us at info@heritagemanagement.org.