

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

Introduction to Heritage Interpretation for Site Managers

13 - 16 October 2025

Online Training Program

Heritage Interpretation is a structured approach to non-formal learning, specialized in making visitors' experience meaningful and unforgettable. In this three-day course, participants will familiarize themselves with the principles of quality heritage interpretation and will practice how to use interpretation on their own sites.

Through interactive exercises, group work, 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 to and from their peers.

Participants will have the opportunity to obtain a certificate of attendance from the Heritage Management Organisation. To do so, they will be asked to fully participate in all parts of the course, develop a presentation (oral or written) following the principles of heritage interpretation, present a peer- review exercise, complete a short written test and deliver a homework task 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.

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At HERITAGE, we are proud to offer scholarships to participants in our high-quality training programs, making professional development more accessible to those who need it most. Our scholarships can cover up to 90% of the cost of attendance, depending on individual financial circumstances and available funding. 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. Please 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).
2. A reasonable proficiency in spoken and written English is required to attend the course.
3. 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.

Spaces for this workshop are limited, so please apply early.

The application deadline is 1 September 2025.

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