

Executive Leadership Development in Heritage Management Workshops

Interpretive Writing for Natural and Cultural Heritage

18 - 21 November 2025

Online Training Program

The key to effective word-based Heritage Interpretation is written text that grabs and holds the reader's attention. During a 4-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.

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.

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

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 10 October 2025.

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