

Interpretive Writing for Natural and Cultural Heritage Workshop

A jointly certified course by Interpret Europe and the Heritage Management Organization
part of the HMO Executive Leadership Program

11-15 September, 2017

Location: HMO Headquarters at Kimonos and Pangalou 11, Elefsina, Greece

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

During a **5-day course** participants will **discover** and **practice** a wide range of techniques **to engage readers** and **master** the techniques of **interpretive writing**. Participants will also have the opportunity to obtain a **Certificate** as an **Interpretive Writer** from Interpret Europe, the European Association for Heritage Interpretation, after completing and being assessed on the following exercises:

- 1) develop a strong theme for a piece of interpretive writing
- 2) turn a poorly written panel into a good example of interpretive writing
- 3) write an interpretive writing piece incorporating the techniques taught in the course
- 4) edit and rewrite some difficult text utilizing the principles of interpretive writing
- 5) write the text for a sign aimed at changing visitor behavior
- 6) write the script for a piece of interpretive audio

The course's instructor, **Steven Richards-Price**, is an Interpret Europe Training Team member, former IE Supervisory Committee member, former Chair of the Association for Heritage Interpretation (AHI-UK), Vice-Chair of Interpret Wales, and a heritage interpreter with many years of practical experience working for natural resources agencies in Wales, UK.

- All applicants need to be either [individual members](#) or [professional members](#) of Interpret Europe. Knowledge of heritage interpretation will not be necessary but any level of experience of writing for visitors will be a plus.
- The **course fees** will be **425 Euros** (tuition, light lunch and refreshments) or **400 Euros** (tuition). Please see the [Certified Interpretive Writer Course Booking Form](#)

- **HMO scholarships** (for tuition only) will be available for participants from **Balkan countries**. Applicants who are employees of national ministries of culture, education, tourism and sports working on heritage are advised to inquire.
- To apply for this course, please:
 - 1) fill in and submit the [HMO Executive Leadership Program in Heritage Management application form](#);
 - 2) after receiving confirmation of receipt of your application, complete the application process by submitting your **curriculum vitae** and a **personal statement**. A reference letter is not required for this course. However, if you wish to and/or are applying for an HMO scholarship, please be aware that a letter of reference should come in separately by your referee at their earliest convenience. Please submit all your application documents (and reference letter) by email to inherity.info@gmail.com. Applications should not exceed 750 words in total and your curriculum vitae should be no more than 1000 words.
- A reasonable proficiency in spoken and written English is required to attend the course. In order to assess it, applicants will be asked to participate in a personal (spoken) interview.
- After approval of their application file, participants should arrange payment for the course and book their accommodation in Elefsina by filling in and submitting the [Certified Interpretive Writer course fees and accommodation Booking Form](#)

Spaces for this workshop are limited, so please apply early

The application deadline is Friday August 11 2017

For further details about the course, you may contact
Steven Richards-Price at steven@writing4visitors.com

For questions regarding the administrative aspects of the course, you may contact
Dr. Eleni Drakaki at inherity.info@gmail.com