



# HERITAGE CONFERENCE

**Proud of your heritage and culture?  
Passionate about telling your story to the wider world?  
Join coastal LEADER programmes and leading  
professionals from the Association for Heritage  
Interpretation at a unique conference for community  
groups and people inspired by where they live.**

Hear from experts on engaging people effectively and generating pride in local heritage and culture.

Gather useful ideas, broaden knowledge of techniques and find creative ways of making your ideas happen. Bring your own practical problems along to talk through and solve with others.

**Thursday 10 November 2011  
Whitby Museum**

**Cost - £10 - includes lunch and refreshments**



North York Moors, Coast and Hills  
LEADER Programme



**9.30am - Registration**

**10.00am - Welcome and introduction**

Mike Horrocks, LEADER Programme Manager

**10.15am - Introduction to interpretation and engaging audiences**

**10.45am - Planning your interpretation**

James Carter, Heritage Interpretation Consultant (AHI)

**11.15am - Refreshments**

**11.45am**

**South Shields Stories - working together to establish interpretive themes**

Jo Scott, Heritage Planning Consultant (AHI)

**12.15pm**

**Writing your interpretation**

Cathy Lewis, Design Consultant (AHI)

**12.45pm - Lunch**

**1.30pm**

**Live interpretive events, guided walks and costumed interpretation**

David Thomas, Interpretation Officer, English Heritage

**2.15pm - Practical workshops**

**3.00pm - Refreshments**

**3.30pm - Practical workshops**

**4.20pm - Questions and comments**

**4.30pm - Close**

To request a booking form call Amy Thomas or Mike Horrocks on 01439 770657 or email [leader@northyorkmoors-npa.gov.uk](mailto:leader@northyorkmoors-npa.gov.uk) or download a form at [www.moorscoastandhills.org.uk](http://www.moorscoastandhills.org.uk)

