



## Fourth HERITY International Conference

“How The Cultural Heritage is communicated?”

Rome December 5-7, 2012

### *Announcement & Call for Papers*

#### **PURPOSE**

The international conferences which **HERITY** organizes every two years, were the first (2006) on *Quality in Cultural Heritage Management: models and methods of classification*, the Second (2008) on *Measuring the Value of material Cultural Heritage*, the Third (2010) on *Observing Cultural Heritage: evaluating the state of conservation and communicating it to the public*. After each conference the proceedings are published. The **Fourth conference** in 2012 will be focused on

#### **How The Cultural Heritage is communicated?**

*Public, Specialists, Managers and Institutions:  
evaluating the quality of the transmission of the cultural message*

One can see that the conferences follow the order of the four sectors of the “**HERITY target**”, used to score the level of quality management of a cultural asset: Value, Conservation, Communication and Services.

This **Conference** scope includes all Museums, Monuments, Libraries, Archives and Archaeological sites open to the public and under some form of management whether public or private.

**Communication** is one of the most abused issues speaking about **Cultural Heritage**.

Due to this, it is important to discuss **strategies**, compare alternative tools for **communication**, assess the **results** achieved.

#### **Sessions:**

- a) How does one understand the **message(s) of Cultural Heritage**?
- b) **Tools** for informing and involving visitors, specialists, supporters and politicians
- c) **Assessment** tools and the **HERITY** experience
- d) **Posters** and cases study

*The Conference is aimed at managers of heritage places open to the public, managing companies, specialists in conservation, politicians and public administrators, tourism professionals and guides, educational services to cultural places, students and professors from schools and universities and, of course, visitors of cultural heritage places.*

Conclusions are reached thanks to ICCROM, UNESCO-WHC, UN-WTO, HERITY International.



## CALL FOR PAPERS

**All interested persons** are invited to contribute to the conference. Please, send an **abstract** for consideration. Contributions must be connected to the theme of the Conference and its sessions. A Scientific Committee will make the selection, and propose them as either as **speeches, communications or posters**.

Abstracts should be sent together with the **enrollment form** which can also be found at [www.herity.it/HERITY2012.htm](http://www.herity.it/HERITY2012.htm). Abstracts should not exceed 300 words, and should be submitted in both English and Italian (the official languages of the conference) by July 14, 2012. Authors whose abstracts are accepted must send their full texts prior to the conference, according to a schedule and publishing rules which will be forthcoming. Contributors must also pay the conference fee.

## PROGRAM OF THE CONFERENCE

### 1<sup>st</sup> DAY (12/05/12)

1. Opening of the Conference
2. *Key note speech*
3. Opening of the Poster Session
4. Session I
5. *Case studies*
6. Discussion

### 2<sup>nd</sup> DAY (12/06/12)

7. Session III  
*Case studies*
8. Discussion
9. On-site visits
10. Social event

### 3<sup>rd</sup> DAY (12/07/12)

11. Session II  
*Case studies*
12. Discussion
13. Conclusions

### 4<sup>th</sup> DAY (12/08/12)

Meeting of the International HERITY Committee (**members only**)

(December 4, 2012: pre-registration and coordinators meeting).



## HOW TO PARTICIPATE

The Fourth HERITY International Conference is organized by

### **HERITY Italia**

c/o DRI, V. E. Filiberto 17

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Tel./Fax +39.06.7049.7920

[info@herity.it](mailto:info@herity.it)

[www.herity.it](http://www.herity.it)

at HERITY Italia offices you can apply for

- ◆ Participation
- ◆ International relations
- ◆ Other activities, stands...
- ◆ Papers
- ◆ Media accreditation
- ◆ Accommodation etc.

You can **attend** the HERITY International Conference **only after proper registration**, to be completed in advance. Register by filling **filling in the attached enrollment form** which can also be found at [www.herity.it/HERITY2012.htm](http://www.herity.it/HERITY2012.htm) and **paying the participation fee** by November 30, 2012. Fees are as follows:

**220.00= Euros, regular fee until October 31, 2012;**

**350.00= Euros, regular fee from November 1 to November 30, 2012;**

**110.00= Euros, students** (undergraduate students, does not include the social event);

**950.00= Euros, institutions and companies** (3 persons permitted, includes a space to illustrate your activity).

#### **Reduced fee (50 % off) for:**

- representatives from Universities which adhere to the *Universities of HERITY* program;
- representatives from places certified by HERITY.

**13 grants for students** and recent graduated people will be available according to regulations which will be published at the HERITY Italia Web site ([www.herity.it](http://www.herity.it)). The grants do not cover travel, accommodation or other expenses, only the cost of conference registration.

The registration fee includes the DRI inscription fee and allows for admittance to the conference and related facilities and services and for participation in related activities. It includes conference material as well as a participation certificate suitable for curricular and professional purposes. Payments must be made using the following DRI account:

Postal service account **BIC BPPIITRR IBAN IT42N0760103200000072983000.**

**Tourist services** (travel, accommodation, transfers from and to the airport, meals, visits) are available at HERITY Italia offices (at additional cost).

The following special rates are available at present:

- **Hotel \*\*\*\*** (high quality hotel in a modern building near the Colisseum)

Starting from Euros 95 per night with breakfast

- **Hotel \*\*sup.** (good quality central hotel in a historic building)

Starting from Euros 49 per night with breakfast.



## FOURTH HERITY INTERNATIONAL CONFERENCE

Rome December 5-7, 2012

### ENROLLMENT FORM / MODULO DI ISCRIZIONE

Please, fill in where applicable and send to/Compilare le parti che interessano ed inviare a  
HERITY Italia c/o DRI, V. E. Filiberto 17, 00185 ROMA ITALY  
Tel/Fax ++39 - 06.7049.7920 ISDN, [info@herity.it](mailto:info@herity.it)

FIRST NAME/NOME _____	M <input type="checkbox"/> F <input type="checkbox"/>
SURNAME/COGNOME _____	
QUALIFICATION/QUALIFICA _____	
ADDRESS/INDIRIZZO _____	N° _____
POSTAL CODE/CAP _____	LOCATION/LOCALITA' _____
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ORGANISATION REPRESENTED ORGANIZZAZIONE _____
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P.IVA/VAT _____

PROPOSING PAPER? PROPONE UN INTERVENTO? _____	YES/SI' <input type="checkbox"/>	NO <input type="checkbox"/>
TITLE/ TITOLO _____		

ARRIVAL/DATA ARRIVO ____/____/____	DEPARTURE/PARTENZA ____/____/____
ACCOMPANYING PARTNER NAME/NOME ACCOMPAGNATORE _____	

ACCOMODATION / ALLOGGIO (ROOM & BREAKFAST / CAMERA & 1a COLAZIONE)	
HOTEL **** <input type="checkbox"/> or/oppure HOTEL **sup. <input type="checkbox"/>	
One bedded room / singola <input type="checkbox"/> Twin bedded room / doppia <input type="checkbox"/> with bath / con bagno	
EXTRA MEALS / PASTI EXTRA _____	<input type="checkbox"/>
AIRPORT TRANSFER / TRASFERIMENTO AEROPORTO _____	<input type="checkbox"/>
TRAVEL/VIAGGIO _____	<input type="checkbox"/>
POST CONFERENCE VISITS / VISITE POST CONFERENZA _____	<input type="checkbox"/>

☐ Regular/Congressista ☐ Student/Studente ☐ Institution, company / Ente, azienda

DATE/DATA \_\_\_\_\_ SIGNATURE/FIRMA \_\_\_\_\_

(Please photocopy this form if more than two people are attending / Fotocopiare la presente scheda se per più di due persone)