



Education and Culture DG

Culture Programme



European Heritage Days
Journées européennes
du patrimoine



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

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12 October 2011

EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Union
and in cooperation with the Ministry of Culture
and National Heritage of the Republic of Poland
and the National Heritage Board of Poland

**ANNUAL MEETING
OF THE GROUP OF EHD NATIONAL COORDINATORS**

11 October 2011

Centennial Hall Congress Centre, Wrocław, Poland

AGENDA

Ministerstwo
Kultury
i Dziedzictwa
Narodowego.



NARODOWY INSTYTUT
DZIEDZICTWA
NATIONAL HERITAGE BOARD OF POLAND

Tuesday 11 October Centennial Hall Congress Centre
 ul. Wystawowa 1, 51-618 Wrocław

15.45 – 18:00 Annual EHD Coordinators' Meeting

1. Opening of the meeting, welcome by Daniel Thérond and Alessandro Senesi
 2. Presentation of the draft Agenda by Madelena Grossmann
 3. The 2010 Evaluation report of the European Heritage Days: Patricia Ruelleux
 4. Challenges for increasing the European dimension of the EHDs
 - (i) - common themes among countries
 - cross-border activities
 - consistent communication across borders
 - (ii) Key Themes to use as a Focus in the Coming Years
 - New tangible and intangible heritage items
 - Promoting the access to Heritage
 - Access of disabled people
 - Heritage Education
 - Other proposals
 5. Presentation of new tools (promotional clip, web banners, Facebook, press work CoE/EC) and partners (wiki loves monuments)
 Madelena Grossmann
 Monica Urian de Sousa
 Comments from the National Coordinators
 6. Presentation of the EHD theme for 2012
 Athena Aristotelous-Cleridou,
 National EHD Coordinator and CDPATEP member in Cyprus
- 18.00 - 18.20 Introduction to the training session for EHD Coordinators
 the next day – Cathie Burton
 Close of meeting
- 18.30 Buses leave the Congress Centre to the hotels

Wednesday 12 October Centennial Hall Congress Centre
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Training Session - The EHD coordinators will be split into two groups:

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|---------------|---|--|
| 9.00 - 12.00 | Group 1: | Communicating the European dimension of the EHDs - tactics for successful media work
Rene Wyndham |
| | Group 2: | Communicating the EHDs - creating successful networks
Julio Romo |
| 12.00 - 13.00 | Lunch | |
| 13.00 - 15.00 | Group 1: | Communicating the EHDs - creating successful networks
Julio Romo |
| | Group 2: | Communicating the European dimension of the EHDs - tactics for successful media work
Rene Wyndham |
| 16.00 - 17.00 | Visit to Panorama Raclawicka (for EHD coordinators) | |
| 20.00 | Dinner in the Spiz Restaurant in the old City Hall (informal) | |