



Effective Communication

Exploring new strategies for interpretation

Three days of sharing new approaches and challenging new ideas
 Wednesday 13 to Friday 15 October 2010, Bournemouth

This year, AHI will be looking at new techniques and technologies for effective communication and how they impact on our work in interpretation, set against the **stunning backdrop of the Dorset coast**. An inspiring range of speakers will share their experiences of developing new approaches, exploring new networks and testing traditional thinking. Enjoy all this from the comfort of the **Queens Hotel on Bournemouth's picturesque East Cliff**, with Wifi and its own indoor pool. Don't forget your swimsuit!

Insightful speakers, inspiring site visits

Our speakers include the Arts & Education team from the **Jurassic Coast World Heritage Site**; **Emma Carver**, English Heritage Head of Interpretation, talking about the new Stonehenge visitor centre; and **Phil Whitfield**, Head of Interpretation at FC Scotland, who'll be winning us over with Persuasive Communication. We'll be visiting **The Tank Museum** at Bovington, the National Trust's stunning **Corfe Castle**, the quirky **Russell-Cotes Art Gallery & Museum** and finding out what is planned for the new visitor centre at dramatic **Durlston Country Park**, part of the Jurassic Coast WHS.

Discover, take part, discuss and enjoy

Our programme includes plenty of time to network and absorb, ponder and discuss the site visits and speakers. We also welcome contributions from delegates. If you'd like to climb onto the interpretation soapbox, sharing your experience of **Taking a New Approach to Interpretation** – good or bad! – let us know today. Alternatively, send us a précis for a ten minute paper that outlines your views on **Effective Communication** (email your ideas to conference@ahi.org.uk).

Pre-Conference Workshop: AHI Boot Camp: Have you got the Fun Factor?

How do you write effective interpretation for a family audience? Can one stream of text really reach out to kids, parents and grandparents? In this pre conference workshop we will explore writing techniques that can hook a whole family – and help make a visit fun for all. It will be led by Cathy Lewis of Froghopper, an experienced interpretive writer and trainer. **This workshop is offered at just £55 and can be booked by anyone**, whether attending the conference or not. Accommodation is available from Tuesday if you'd like to arrive early in Bournemouth to take advantage of this.

Make sure you're at AHI's biggest event of the year

Provisional programme

Wednesday 13 October

- 09.00 **Optional pre-conference workshop:** AHI Boot Camp – Have you got the Fun Factor? with Cathy Lewis, Froghopper (see opposite)
- 12.00 **Conference opens** with registration and buffet lunch at The Queens Hotel
- 13.30 **Welcome to the conference:** Aaron Lawton, Chair, AHI
- 13.35 **Keynote paper: James Carter, AHI:** Communication or Communion – what's really happening in effective interpretation?
- 13.55 **Keynote paper: Emma Carver, English Heritage:** The Stonehenge story
- 14.15 **Questions and discussion with speakers**
- 14.45 Depart on foot for **Russell-Cotes Art Gallery & Museum**
- 15.00 Guided tours of the museum with refreshments until 17.00
- 18.00 **Keynote paper: Daisy Sutcliffe, Anjana Ford & David Tucker, Jurassic Coast WHS:** Art & Education along the Jurassic Coast
- 18.30 **Keynote paper: Phil Whitfield, FCScotland:** Persuasive Communication
- 18.50 **Delegate papers** (3x5 mins) on **Taking a New Approach to Interpretation**
- 19.05 Discussion until 19.30, followed by **dinner** at Queens Hotel at 20.00
- 21.30 **Participatory Session: Maureen la Frenais, Waking the Giant**

Thursday 14 October

- 08.30 Depart by coach for **The Tank Museum, Bovington**
- 09.30 Presentation from the museum team on **social networking**, PLB on using **Generic Learning Outcomes** and Froghopper on **generating content**
- 10.30 Refreshments and explore the New Display Hall
- 12.15 Picnic lunch and depart for **Corfe Castle**
- 13.15 Introduction to **Corfe Castle**, Lawrence Roots, National Trust, followed by time to explore the site, then depart for **Durlston Country Park** at 14.30
- 14.45 Presentation from the Durlston team on proposals for the new visitor centre
- 15.30 Refreshments followed by choice of guided walk or workshops on activity packs and interpretive planning
- 17.00 Return to Queens Hotel via Poole Harbour Ferry
- 19.30 **Conference Dinner** and **freeplay skiffle session** led by local musicians

Friday 15 October

- 09.00 **AHI Annual General Meeting** followed by **open discussion** until 10.15
- 10.30 **Keynote paper: Sue Hayward, Russell-Cotes Museum:** A new vision for Russell-Cotes Museum
- 10.50 **Keynote paper: Jim Mitchell, New Forest National Park:** Communicating with communities
- 11.10 **Keynote paper: Chris Walker, Bright White, & Carolyn Lloyd Brown:** What opportunities can new technology offer interpretation, until 11.30
- 12.00 **Delegates' papers** (3x10 mins) followed by **Questions and discussion**
- 13.00 **Closing thoughts: James Carter, AHI**
- 13.15 Light lunch at Queens Hotel at 14.00
- 14.00 **Conference closes** but stay and network or explore local attractions

Come to Bournemouth – meet fellow interpreters

Booking form

Book by 3 September and save £40!

Take advantage of our **Early Bird Discount** and book by 3 September to **save £40** on the cost of the full conference package. Please book as soon as possible as places are limited. We cannot guarantee that any bookings made after 20 Sept will be accepted, so don't wait until the last minute!

Non-members must join AHI to attend, but we are offering a special discounted rate.

Please complete **all three** sections of this booking form and return to:

The Administrator, Association for Heritage Interpretation,
54 Balmoral Road, Gillingham, ME7 4PG. admin@ahi.org.uk +44 (0)560 274 7737

A. Delegate details

Name

Organisation

Position/Job Title

Address

Postcode Country

Tel Mobile

Email

Special requirements (including diet)

Are you an AHI member? Yes (Membership no) No

Is this your first AHI Conference? Yes No

All correspondence, including receipt of this form, will be sent by email, so please ensure you have provided your email address clearly above. Please tick here if you DO NOT want your email address to be included on the conference delegate list

B. Payment details (see opposite for amount)

I enclose a cheque for £ payable to AHI (sterling cheques only)

Please send an invoice for payment by cheque or BACS quoting order no

Please debit £ from Visa Mastercard

Card no Code

Issue date / Expiry date / Today's date /

Name on card Signed

Please note: we shall add a 2% handling charge onto payments made by credit card

Full payment MUST be made by 8 October 2010

C. Conference fee details

The full conference fee includes two nights in an en-suite room, use of hotel facilities, all meals and refreshments from Wednesday lunch to Friday lunch, entry charges and transport by coach for the site visits. We also offer a non-residential conference fee or you can choose to attend part of the conference as a day delegate; there is also the optional workshop. Please ensure you tick the relevant sections in the list below.

- Please register me for the full Conference package (Weds lunch to Friday lunch including B&B) £380.00
- I am registering for the full Conference package (Weds lunch to Friday lunch including B&B) **before 3 Sept for £40 discount** £340.00
- Please register me for the Conference, (non-residential Weds lunch to Friday lunch) £320.00
- I am registering for the Conference **before 3 Sept, (non-residential Weds lunch to Friday lunch) for £30 discount** £290.00
- I also want to book for the Pre-conference Workshop (Wednesday am) £55.00
- I want to book for Wednesday pm only (including lunch, dinner and museum visit) £130.00
- I want to book for Thursday only (site visits, lunch and conference dinner) £150.00
- I want to book for the conference dinner on Thursday evening only £40.00
- I want to book for Friday only (morning sessions & lunch) £80.00
- I want to book bed and breakfast separately for:
 - Tues Weds Thurs @ per night cost £39.00
- I'm not a member, please enrol me as an Associate Member (usually £50.00) £40.00

Total to pay £.....00

If you cancel, we'll refund 90% if we can rebook the place, otherwise 75% for cancellations by 10 Sept, 50% before 20 Sept and no refund after that date.

Come on foot, by bike, car, bus, train or plane

We'll be based at The Queens Hotel on Bournemouth's East Cliff, just a short walk from the town centre, railway station and beach (postcode BH1 3DL). All site visits will be by coach. Wheelchair users will find the hotel and most venues accessible. There is parking at the hotel but please consider travelling by public transport – we'll send details with your joining pack.

For office use only

Form Received	Delegate No.	Invoice Date
Amount Received	Cheque No.	Date Fee Received