

Workshop Booking Form

Priority will be given to members of community and heritage groups. Each community group is asked to send one representative only. The workshop is **FREE** and tea/coffee and a light lunch will be provided.

Return booking form to:
**Heritage Office, Sligo County Council,
County Hall, Riverside, Sligo.**

T:071 9111 226
Email: heritage@sligococo.ie

Please return booking form
by Wednesday 21st July 2010.

Name	
Address	
Tel. No.	
Email	
Community Group	

About Susan Cross

Susan Cross MA AMA FAHI is one of the best-known heritage interpreters in the UK. She has spent 25 years building memorable connections between people, place and history first as a natural sciences curator and later as an environmental educator, writer, interpreter and poet. She established TellTale in 1987.

Susan's work focuses on strategic and advisory work, pushing the boundaries of interpretive writing, and providing training to inspire the next generation of interpreters. She is endlessly fascinated by places and her approach to on-site communication combines celebration and discovery with the practicalities of visitor management, informal learning and budgets. She is Vice Chair of the Association for Heritage Interpretation and Convener of the Training and Accreditation Sub-group.

Susan is passionate about interpretive writing. She will help you learn how to marry creative writing and interesting design to give visitors something worthwhile to look at (or better still take home).

Telling People About our Heritage

*Connecting people with places
wildlife and history*

A Workshop For Community Groups

With Susan Cross

**Sligo Park Hotel,
Pearse Road, Sligo.**

Tuesday 27th July 2010

Presented by Sligo County Council in
Association with The Heritage Council

An Chomhairle Oidhreachta
The Heritage Council



An Action of the County Sligo Heritage Plan

Sharing our Stories¹

How this workshop can help community groups use interpretation to improve the visitors' experience to their area.

- Good interpretation doesn't happen by accident. It involves careful planning: thinking about your site, your visitors and your community group and then being creative about how you can communicate.
- Before you embark on any new interpretation project you need to know why you are doing this.
- You almost certainly know your site and its history, its strengths and weaknesses, its people and what they did, very well. The chances are you could talk about it, with passion, knowledge and fascination, for hours. That is fantastic, but it may not be what visitors want, or certainly not at the outset. What they need is a good, clear, enticing introduction to the place. So you have to do some sharp thinking about what really matters.
- Before you launch into planning exactly how you will develop new interpretation you will need to consider your resources. This will help you decide which media will work best for you. This is not simply about what you can afford – although obviously that is a very important consideration. It is also about making the best of what you already have.
- The best communication has flair and an energy that derives from the interpreters' love of the place and their passion to share its story.
- Your interpretation must work for your visitor, your site and your community group. You therefore need to assess what difference a new project has made, whether that is by increasing the number of visitors, attracting a new target audience, improving customer satisfaction or changing what people do or learn during their visit.

¹ Source – Fáilte Ireland

Workshop Programme

10.00 Registration
10.15 Introductions
10.30 Why we want interpretation? What do we want it to do?
10.50 People – who is it for?
11.10 How can we interpret? What media can we use?
11.30 Break
11.45 What is good interpretation?
12.45 Golden ingredients of interpretation
1.00 Lunch – Soup & Sandwich
1.30 What makes a good panel? What are panels good for?
2.00 How not to write too much
2.30 Tea/Coffee
2.45 First things first – Pictures, Titles, Captions & Introductions
3.00 Panel planning exercise
3.55 The legal bit – licencing, consents, health & safety, insurance.
3.40 Review of Exercise
4.30 Workshop close

What is this event?

This workshop is targeted at community groups in Co. Sligo who wish to share their love and knowledge of their local area with others; by putting up an information/interpretative panel in their village, graveyard, historic site, woodland etc. or through printing an information leaflet on their area.

This workshop will provide practical, appropriate and easy to understand advice and guidance on how to tell people about your local heritage. Attendance will equip community groups, graveyard committees, tidy towns groups, local development associations, heritage societies etc with knowledge of best practice guidance on how to plan and present their information for maximum benefit to achieve the best results, while considering the legislative requirements for erecting interpretation/information panels.

Who Should Attend?

Community groups, Graveyard Committees, Tidy Towns Groups, Local Development Associations, Heritage Groups and Societies.

Please note that places are limited to 20 and priority will be given to members of community and heritage groups in County Sligo. To ensure as many community groups as possible can benefit from this workshop, each community group is asked to send one representative only.