iH interpreting History:
what works? what's next?

Sponsorship & Participation Packages

photo: Lloyd Winters

VisitBritain VisitEngland

Supported by VisitEngland/VisitBritain through the Discover England Fund

ALEXANDRA PALACE

ENGLAND'S HISTORIC CITIES

photo: Lloyd Winters

Principal event sponsor

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Principal event sponsor £3000

- Main programme speaker slot

- Logo in main sponsor deck on all marketing pre-, during, post conference (alongside VisitEngland/VisitBritain, England's Historic Cities and Alexandra Palace)

- Company branding on display during the conference

- Invitation to join one of the two panel sessions

- Prime location in exhibition space

- Half page feature in on-the-day delegate booklet

- 3 tickets

iH **interpreting History:**
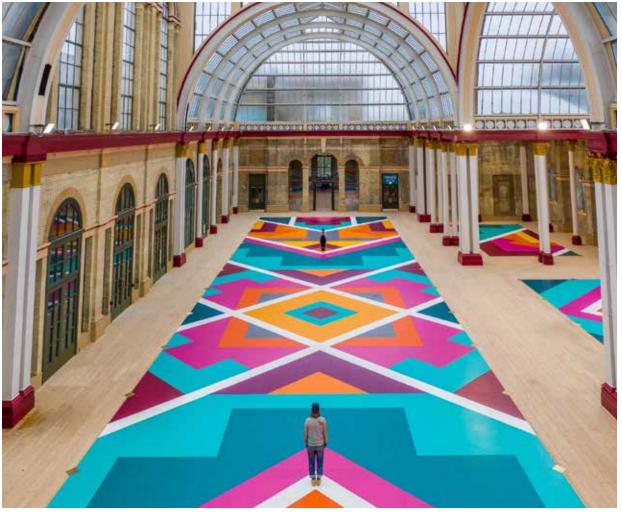what works? what's next?

Lunch sponsor

Lunch sponsor £2000

- Short pre-lunch speaker slot

- Name check in main sponsor desk on all marketing pre-, during, post conference

- Half page feature in on-the-day delegate booklet

- Exhibition space

- Company branding on display during the conference

- 2 tickets

photo: Art + Believe

Exhibition participation

Exhibition £850
– *maximum 10 spaces available*

- Exhibition space

- Listing and paragraph of text in on-the-day delegate booklet

- 1 piece of promotional literature in delegate goodie bag

- 2 tickets

The main programme takes place in the theatre at Alexandra Palace. The exhibition element is situated in the foyer immediately outside the main entrance of the theatre where refreshments and lunch will be served.

There will be 4 opportunities for delegates to visit the exhibition: pre and post conference, one coffee break and lunch. Each exhibitor will be allocated a 3m x 2m floorspace (no shell scheme) with a six-foot long table and space for your pop-up exhibition stands behind.

We can also provide electricity to your stand.

**Thursday 19th September 2019,
Alexandra Palace**

For anyone passionate about interpreting, communicating and marketing history to future generations of visitors!

Games of Thrones, Horrible Histories, Assassins Creed - history is being constantly reinvented and successfully reinterpreted for new generations on TV, in books and in games. So how should those that rely on interest in England's history and heritage evolve to ensure they adopt the most effective and appreciated techniques and technologies whilst remaining authentic and accessible?

This landmark one-day conference will showcase the range of interpretive techniques in use – and in development – from immersive and traditional to leading edge, and will assess their value in terms of effectiveness, commercial return and audience engagement through demonstrations, case studies, presentations and discussions.

The conference is for:

- audience developers, curators, demonstrators, content developers, owners and operators working in visitor attractions, museums, historic houses and heritage properties
- academics, lecturers and teachers involved in digital, heritage, curation, history, tourism, events and related courses and disciplines
- companies involved in the application of new technologies to enhance interpretation and visitor experience
- tourism professionals including destination managers and marketers
- public sector culture and heritage managers
- those looking to fund new interpretation projects
- travel trade looking for ways to animate and sell their products
- students studying at undergraduate and postgraduate level on courses that involve digital development, heritage, curation, history, tourism, events and related courses.

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Conference Programme

Subjects being presented and discussed include:

- What's next in interpretation – future trends & horizon-scanning
- Making history relevant through the use of multimedia and storytelling
- Augmented Reality as a means of interpretation
- The funding of innovation & interpretation: what funders are looking for
- Interpreting Historic Destinations
- New approaches to interpretation
- The Tech Developer's perspective on interpretation

Case studies in interpreting history will be delivered on:

- England Originals
- The Game of Thrones Tapestry
- Leonardo Di Vinci's perpetual motion machine

Speakers confirmed include:

- David Eng, Chief Marketing & Communications Officer, The Tenement Museum, New York City
- Dr Jonathan Foyle, architectural historian and self-confessed "historic buildings obsessive"
- Dr Nick Lambert, Director of Research, Ravensbourne
- Ben Moore, Managing Partner & Creative Director, Hex Digital
- Professor Deborah Ryan, Professor of Architecture & Urban Design at the University of North Carolina, and co-author of "The Anarchist's Guide to Historic Houses"
- Melanie Sensicle, Chair, England's Historic Cities
- Mike Smith, animator and course leader, Ravensbourne
- Kathryn Thompson, Chief Executive, National Museums of Northern Ireland
- The Association of Heritage Interpretation
- The Heritage Alliance
- National Heritage Lottery Foundation
- VisitEngland/VisitBritain

Networking & the "Interpreting History" Exhibition

Alongside the conference, there will be an exhibition to allow participants to see demonstrations of or to experience for themselves new interpretive technologies and to discuss in depth with their developers.

In lunch and refreshment breaks, there will be lots of opportunities to network with speakers and fellow delegates.

And there will also be an opportunity for everyone to experience the £27m renovation of the Theatre and East Court at Alexandra Palace, this wonderful Victorian landmark.