



ERIH Annual Conference 2018

10th-12th October, 2018, Bologna, Italy

“Mind the Gap”

The Challenges for promoting industrial heritage in the 2020s

Call for papers. Closing date Friday 29th June 2015.

Over the last 25 years European Industrial Heritage has become established as a major sector of tourism. Hundreds of millions of people visit to European industrial sites each year due to the efforts of many individuals and organisations, including ERIH.

However this is no time for complacency, the promotion of industrial heritage needs to move with the times and ensure we reach out to as many people as possible. We need to show awareness of changes in European lifestyle and society in general and look forward to attracting as wide a diversity of people with as wide diversity of interests to our sites as possible. What societal changes need to be addressed? What opportunities are we presently missing? What gaps should we address in future marketing and promotion?

The ERIH 2018 conference will focus on promotional activities which address such things as the generation gap, the gender gap, cultural diversity and the overwhelming effect of the digital world in our lives. The gap in presentation between large and small sites is also something conference is interested in exploring.

As we move away from the time when people had first-hand experience, or were generally familiar with industrial activity as part of their daily life, we need to consider how the story of the first industrial revolution can best be presented and brought to life to residents and visitors of present and future generations.

Papers are invited from individuals, sites and organisations showing innovative and successful approaches in attracting new audiences to industrial heritage and which demonstrate significant awareness of societal change.

Questions to be answered in your presentation:

- What is the societal change/trend you have identified and address?
- What are / were the concrete challenges at your site/in your project?
- Which target group do you address?
- How?
- Can you evaluate the success already?
- Lessons learned? Recommendations for others?
- Future adaptations planned?





How to submit a presentation?

Those interested in making a presentation should submit a **proposal, in English on one side of A4, together with a brief resume of their experience and expertise**. This should be delivered to Christiane Baum, ERIH Secretary General **by 29th June** by e-mail including a brief vita of the speaker for consideration of the ERIH Board at their July meeting.

Selected speakers will be expected to make a power **point presentation lasting no more than 20 minutes at the conference** and be available **to contribute to open discussion at conference workshops**. A short resume of their paper should be provided in advance of the conference for the ERIH website. Copies of the power point presentations should be available to the ERIH Secretary General at least two weeks before the conference.

John Rodger, February 2018

ERIH will take over travel and accommodation costs for selected speakers based on the funding regulations of EACEA funding.

ERIH European Route of Industrial Heritage e.V.

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