

## Draft Programme ERIH Annual Conference 2019

16<sup>th</sup> to 18<sup>th</sup> October, Berlin, Germany

### TOPIC: "Industrial heritage tourism – It's all in the mix"

### Successful industrial heritage marketing through connections with other tourism offers

#### Wednesday 16<sup>th</sup> October – Pre-Conference Tour, General Assembly and Welcome

Individual arrival of delegates

#### PRE-CONFERENCE TOUR (optional)

**14.00** Guided tour through the exhibition space „Ladestraße“, a new part of the Deutsche Technikmuseum in the former goods' shed of the Anhalter freight yard.  
*Meeting point:*  
*Tempelhofer Ufer/Möckernstraße in front of the Science Center Spectrum*



#### ERIH GENERAL ASSEMBLY

Venue: **Deutsches Technikmuseum** (German Technical Museum), Trebbiner Straße 9, 10963 Berlin

<https://www.erih.net/i-want-to-go-there/site/show/Sites/german-technical-museum/>

**15.30-16.00** Arrival and refreshments  
*Room: Kommunikationsraum*

**16.00** ERIH General Assembly  
*(ERIH members only)*

**18.00** Brief guided tour of the Museum

**19.15** Welcome and Get-together  
*Ringlokschuppen*



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### Thursday 17<sup>th</sup> October – Conference Day

#### CONFERENCE DAY

Deutsches Technikmuseum (German Technical Museum)

**Facilitator: Jonathan Lloyd, ERIH UK Co-ordinator**

**9.00-9.30      Arrival and Registration**

**9.30            WELCOME**

**Prof. Joseph Hoppe**, Vice-Director Deutsches Technikmuseum and  
Berlin Center Industrial Heritage (bzi)

**Prof. Dr. Meinrad Maria Grewenig**, ERIH President

**Dr. Anna Hochreuter**, Senatsverwaltung für Wirtschaft, Energie und Betriebe

**10.00          What's new in ERIH? - Network activities planned for 2019/20**

**Dr. Adam Hajduga**, ERIH Vice-President

Keynotes

**10.15          Introduction to the topic**

**John Rodger**, ERIH Board

**10.25          Bettina Quäschning**, visitBerlin; (Berlin's official marketing organisation)

*What is the role of industrial heritage in the tourism marketing mix of Berlin?*

*How does it fit with major attractions?*

**10.50          Coffee break** (*Invitation to visit the poster exhibition*)

**11.15-13.15   Presentations and discussion**

**11.15-11.45   Route Industrial Culture by bike in the context of radrevier.ruhr**

**Harald Spiering**, Ruhr Regional Association / **Jochen Schlutius** Ruhr Tourism, Essen /  
Oberhausen, Germany

**11.45-12.15   "Lost industrial places: a new tourism in central Europe"**

**Mag. Regina Rauch-Krainer**, MAS - TLS Reisekultur Gmb, Graz, Austria / **Raffaele**  
**Caltabiano** – Associazione Amideria Chiozza, Ruda, Italy

**12.15-12.45   What happens when thinking outside the box? You literally reach the top!**

**Cornelia Magnusson** / **Annika Lindhe**, World Heritage Site Grimeton Radion  
Station, Grimeton, Sweden

**12.45-13.15   Industrial heritage in the wider tourism offer for areas of natural beauty**

**Dr. Peter Wakelin**, independent writer and consultant in arts and heritage, United  
Kingdom

**13.15-14.15   Lunch**

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### 14.15-15.15 Panel Discussions/Workshops I

*Three workshops parallel with the option to change in between or after the break*

**WS I: Successful tourism products and offers**

**WS II: Cooperation with Destination Management Organisations & Tour operators**

**WS III: Tourism marketing for regional networks and routes**

15.15-15.45 *Break for change of rooms and refreshments*

### 15.45-16.45 Panel Discussions/Workshops II

*Three workshops parallel (topics see above)*

### 16.45-17.15 SUMMARY-CONCLUSION

17.15-18.45 Free time

### 18.45 Bus transfer to "Amplifier".

<https://www.amplifier.berlin/>

The Amplifier offers the opportunity to experience the inspiring atmosphere in the Wilhelmine architecture of this building designed by Peter Behrens. Today the Amplifier is an event and co-working space in a former "factory town" of AEG, built between 1895 and 1912 and designed by architects including Franz Schwechten, Johannes Kraaz, Peter Behrens, Karl Bernhard and Ernst Ziesel.

*Welcome*

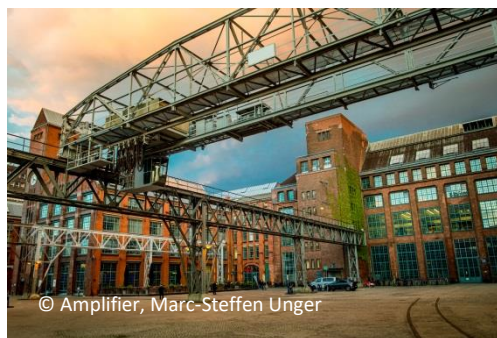
**Sebastian Blecke/Host Amplifier & Geschäftsführer der GSG Berlin**

*Certification Ceremony*

*ERIH Cultural Route of the Council of Europe (2019)*

**Stephano Dominioni**

**Director, European Institute of Cultural Routes**



20:00

**Dinner**



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### Friday 18<sup>th</sup> October – Excursion

#### PROGRAMME and TIMES (*tbc*)

##### Excursion 1:

- 9.00**                      **Departure Deutsches Technikmuseum**  
(by bus)
- 9.45**                      **Guided tour of „Elektropolis“**  
**Oberschöneeweide (Industriesalon**  
**Schöneeweide)**  
<http://www.industriesalon.de/>, and visit  
to the **ERIH-Anchorpoint**
- Dokumentationszentrum NS-**  
**Zwangsarbeit** (Nazi Forced Labour  
Documentation Centre) in  
Oberschöneeweide [http://www.dz-ns-](http://www.dz-ns-zwangsarbeit.de/fileadmin/schoeneweide/flyer/flyer_en.pdf)  
[zwangsarbeit.de/fileadmin/schoeneweide](http://www.dz-ns-zwangsarbeit.de/fileadmin/schoeneweide/flyer/flyer_en.pdf)  
[/flyer/flyer\\_en.pdf](http://www.dz-ns-zwangsarbeit.de/fileadmin/schoeneweide/flyer/flyer_en.pdf)



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Andreas. Schoelzel

*Lunch packets provided*

**13.45 approx. Transfer to former Tempelhof Airport** for  
participants wishing to attend the Berlin Forum for Industrial Culture and Society (see Excursion 3)  
and transfer to main station

*Information: The Dokumentationszentrum NS-Zwangsarbeit is close to the train station S-Bahnstation  
Schöneeweide, direct connections to Schönefeld Airport*

##### Excursion 2 (*limited capacity, max. 18 persons, registrations will be processed in order of receipt*):

- 9.00**                      Meeting point - Luckenwalder Straße 11, in front of the Hotel Mercure  
Guided walk in the vicinity of the Gleisdreieck U-Bahn station and around the former  
post station – once one of Berlin's most important hubs for parcels.  
Today a hub for ideas, product-presentations and events.
- 10:00**                      **Departure from the Museum (Deutsches Technikmuseum) by bus**
- 10.30**                      **Visit of the AEG Turbine Factory**, which was built in 1909 by Peter Behrens and is  
one of the best-known landmarks of “Elektropolis Berlin”. Turbines have been  
continuously produced for worldwide buyers for over a century, today from the  
Siemens Group.

*Lunch packets provided*

*After lunch, **transfer to main station** and after that to the former Tempelhof Airport for participants  
wishing to attend the Berlin Forum for Industrial Culture and Society (see Excursion 3).*

## Draft Programme ERIH Annual Conference 2019

16<sup>th</sup> to 18<sup>th</sup> October, Berlin, Germany

### Excursion 3:

**9.45 Departure from the Museum (Deutsches Technikmuseum) by bus**

**10.30-12.30 Visit to buildings of the former Tempelhof Airport**

*(Guided tours in German and English)*

From the dark National Socialist Epoch during which the iconic 1930s terminal building was constructed, through its key role in the 1948 Berlin Airlift, to the regular air traffic in the West Berlin of the post-war period: Tempelhof is more than a monument and landmark of civil engineering - the building is today a legendary symbol of hope and freedom.

Since the cessation of operations in 2008, the 1.2 km long building (the largest monument in Europe) has been used as a location for companies as well as a versatile event location, successively renovated and revitalized.



*Lunch packets provided*

**14.15 Transfer to main station**

*(S9 to Airport Schoenefeld, Express Bus TXL to Airport Tegel)*

**Option:** After lunch you have the opportunity to participate in the **7th Berlin Forum for Industrial Culture and Society**. Title "Tempelhof Airport - European Heritage: Value and Valuation". The language of the conference is German. For more information see at the website [www.industriekultur.berlin](http://www.industriekultur.berlin) or contact the [bzi.kontakt@industriekultur.berlin](mailto:bzi.kontakt@industriekultur.berlin)

### **14.00 Start des 7. Berliner Forums für Industriekultur und Gesellschaft**

Am 18. Oktober 2019 findet von 14:00-19:00 Uhr das Siebente Berliner Forum für Industriekultur und Gesellschaft unter dem Titel "Flughafen Tempelhof – Europäisches Kulturerbe. Wert und Inwertsetzung" statt. Tagungssprache ist Deutsch.

Wenn Sie an der Veranstaltung interessiert sind, klicken Sie bitte das Kästchen im Anmeldeformular und erklären Ihr Einverständnis, dass ERIH dazu Ihre Daten an das Berliner Zentrum Industriekultur (bzi) weitergibt.

### **INFORMATION/Empfehlung:**

For those who want to spend the weekend in Berlin, the bzi will provide "tips and recommendations for the weekend".

Für alle, die über das Wochenende in Berlin bleiben, wird das Berliner Zentrum Industriekultur „Empfehlungen zum Wochenende“ zusammenstellen.

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### Conference Fees and Payment Details:

The conference and the excursion can be booked separately, please make sure that you transfer the correct amount for your chosen programme.

The full conference fees include welcome reception, lunch, coffee breaks, and dinner on the conference day and bus transfers.

The Excursion fee includes bus transport and admission to all museums.

The fees are as follows:

Programme part and date	Members of ERIH and TICCIH	Non-Members
<b>Conference packages:</b>		
<b>Full package</b> <b>16 to 17 October 2019</b> Pre-Conference Tour, General Assembly (members only), Visit to the Museum, Welcome Dinner	180 Euros	260 Euros
<b>Excursion</b> <b>18 October 2019</b> Excursion	50 Euros	80 Euros
<b>For delegates who only want to attend the Conference Day Thursday, 17<sup>th</sup> October 2018 in Berlin and none of the events on Wednesday or Friday, please book:</b>		
<b>Conference-only Berlin</b> 17 October 2019 Conference only rate, no dinner Conference only rate incl. dinner on 17th	50 Euros 100 Euros	80 Euros 130 Euros

**Payment of the conference fee must be made in advance to the ERIH bank account (details below) in Euros. Registrations will only be valid when payment is received, you will receive a confirmation e-mail upon receipt of the payment. Please note that the conference fee cannot be refunded but you are entitled to nominate a substitute participant.**

Please transfer the correct amount to our bank account:

Banking Instructions for International Payments:

Recipient: ERIH European Route of Industrial Heritage e.V.  
Bank address: Sparkasse Duisburg, Koenigstrasse 23-25, 47051 Duisburg  
IBAN: DE46 3505 0000 0200 1277 85  
BIC/Swift Code: DUISDE33XXX  
Reference: **ERIH Conference 2019 + Your Organisation, Name and Surname of delegate**

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### Registration:

Please register online by 27th September 2019 at the latest:

<https://forms.gle/jYAVpKmN1LW1ikNAA>

### Hotels:

Provisional bookings have been made in the following hotels (both are within walking distance of the conference venue Deutsches Technikmuseum).

Please book individually and directly with the hotels, provisional bookings expire on the dates below.

Hotels	Prices	Booking
<b>Mercure Hotel Berlin Mitte</b> Luckenwalder Strasse 11 10963 berlin  <a href="https://www.accorhotels.com/gb/hotel-4988-mercure-hotel-berlin-mitte/index.shtml">https://www.accorhotels.com/gb/hotel-4988-mercure-hotel-berlin-mitte/index.shtml</a>	79,67 Euros incl. Breakfast	<u>Bookable until 5th September:</u>  by e-mail to <a href="mailto:h4988@accor.com">h4988@accor.com</a>  <b>Please quote:</b>  <b>"ERIH Annual Conference 2019"</b>
<b>Grimms Hotel am Potsdamer Platz</b>  Flottwell Road 45 10785 Berlin  <a href="https://www.grimms-hotel.de/english/grimms-potsdamer-platz/grimms-potsdamer-platz.html">https://www.grimms-hotel.de/english/grimms-potsdamer-platz/grimms-potsdamer-platz.html</a>	112 Euros incl. Breakfast	<u>Bookable until 16th September</u>  by e-mail to <a href="mailto:potsdamer-platz@grimms-hotel.de">potsdamer-platz@grimms-hotel.de</a>  Please quote:  <b>Room Contingent</b> <b>RSNR 62.264</b> <b>ERIH European Route of Industrial Heritage e.V.</b>

Individual bookings in other hotels can be made through usual booking websites.

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### How to get to the Deutsches Technikmuseum (German Technical Museum), Berlin

#### By public transport

##### U-Bahn

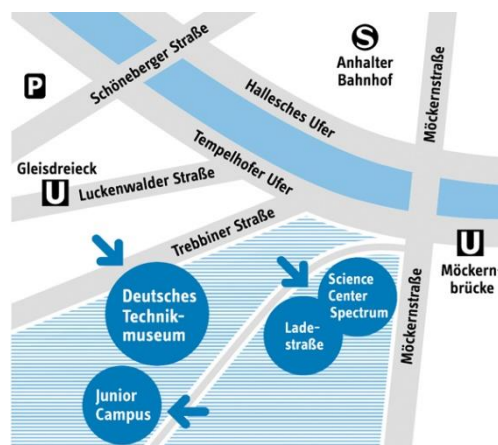
U1, U3, U7 Station Möckernbrücke

U1, U2, U3 Station Gleisdreieck

##### S-Bahn

S1, S2, S25, S26 Station Anhalter Bahnhof

- <https://www.vbb.de/en> (Public transport Berlin-Brandenburg)
- <https://www.bvg.de/en> (timetable Berlin Public Transport)
- <https://www.berlin.de/stadtplan/> (interactive city map of Berlin)



### How to get to Berlin:

#### BY PLANE:

Berlin has two international airports TEGEL and SCHOENEFELD

#### FROM THE AIRPORT TO THE CITY:

##### Airport Tegel (TXL)

<https://www.berlin-airport.de/en/travellers-txl/to-and-from/buses-and-trains/local-public-transport/index.php>

##### Airport Schoenefeld (SXF)

<https://www.berlin-airport.de/en/travellers-sxf/to-and-from/index.php>

#### BY TRAIN:

For any train connections and tickets: <https://www.bahn.com/en/view/index.shtml>

**We look forward to seeing you in Berlin!**

**For any questions, please contact:**

**ERIH Office**

Christiane Baum / Heike Sturm

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