

**Communication of the Heritage – Training Programme for Enhancing
Public Communication Capacities of the Institutions Responsible
for the Safeguarding and Management of Cultural Heritage**

Distance-learning Course

Goals and approach of the course

The course “Communication of the Heritage” intends to provide officers of cultural public administrations (i.e. Ministries of culture) from South-East European countries with analytical and operational tools in order for their work to be more effective in pursuing strategic objectives through the promotion and communication of cultural heritage, with a view to supporting the cultural, social and economic growth of local communities.

The course will be widely based upon a distance-learning protocol. It will be started by a seminar to be held in Ludbreg (Croatia), where three international experts, who will also be among the course’s e-teaching staff, will introduce the issues, the methodology and the main expected outcomes of the course, discussing it together with experts and administrators coming from the recipient Countries.

E-learning will consist of a variety of activities, based upon original materials provided for by each teacher and discussed upon in interactive sessions aimed at encouraging real-time exchange and active participation. The work done will be verified during the interactive sessions and through the production of an original essay by each participant, presenting a project for the enhancement of public communication of cultural heritage to be possibly implemented in their respective countries. The projects will also be interactively illustrated and evaluated. All the materials will be available on-line.

Structure of the course

The course will be structured in six modules, each led by a single teacher. Each module will imply twenty hours of learning activity, and it will correspond to twenty pages of original teaching materials plus four hours of interactive exchange with the teacher. Tutoring will ensure a constant relationship between the course faculty and the learning officers.

The course will use the open source platform MOODLE, requiring only internet connection with a pc, preferably endowed with Windows operating system, Office (or equivalent) software and a suitable web browser, plus Acrobat Reader. Headphones or loudspeakers are also necessary, as well as webcam and a microphone. A short manual for users will be handled to participants before the beginning of the course.

The modules will be organised as follows.

Module 1

THE MARKET FOR CULTURAL HERITAGE AND ITS COMMUNICATION STRATEGIES: DEMAND, IMPACT AND SUSTAINABILITY

Professor **Michele Trimarchi** (ECCOM, Roma and IULM University Foundation, Milano)

Module 2

CULTURAL COMMUNICATION FOR THE WEAK: LIFELONG LEARNING AND SOCIAL INCLUSION THROUGH CULTURAL HERITAGE

Dr **Cristina Da Milano** (ECCOM, Roma)

Module 3

PUBLIC MANAGEMENT OF CULTURAL HERITAGE AND HUMAN RESOURCES: COMMUNICATION WITHIN CULTURAL ORGANISATIONS

Professor **Marco Meneguzzo** (University of Tor Vergata, Roma)

Module 4

ACCOUNTABILITY AND REPORTING: BENCHMARKING AND PUBLIC COMMUNICATION OF MANAGERIAL OUTCOMES

Dr **Stefania Senese** (formerly UN economic expert, Roma)

Module 5

INSTITUTIONAL COMMUNICATION OF CULTURAL HERITAGE ADMINISTRATION

Professor **Stefano Rolando** (IULM University Foundation, Milano)

Module 6

STRATEGIES FOR COMMUNICATING WITH PRIVATE COMPANIES: EXCHANGES, FUNDRAISING, JOINT PROJECTS

Dr **Valentina Cimino** (Comunicare, Milano)

Timing

The course will be started in September, 2007, with the Ludbreg seminar. During the following two and a half months (September-mid December) the lectures will be delivered at 14-days distance from each other, in order for the learning officers to critically absorb methodology, contents and suggestions coming from each module. Trainees will start to work at their projects from the beginning of the course, also in order to have the opportunity to discuss approaches and details during the interactive sessions with the teachers. After the end of the e-lectures, the second half of December will be devoted to the finalisation of the projects to be submitted to the trainers.