

## COMMUNICATION OF THE HERITAGE

Training programme for enhancing public communication capacities  
of the institutions responsible for the safeguarding and management  
of cultural heritage

Starting workshop - Ludbreg, Croatia  
24-25 September, 2007

### Programme

**24.09.2007**

- 09:00** Arrival and Registration of Participants
- 11:00** Welcoming Addresses  
Representative of Croatian Conservation Institute / Ministry of Culture of Croatia  
Representative of UNESCO Office in Venice  
Representative of IULM University  
Representative of ECCOM
- 11.30** Introduction of Participants
- 12:00** Presentation of the Course  
**Michele Trimarchi**, scientific co-ordinator
- 12:30** Lunch
- 15:00** First session **COMMUNICATION WITHIN CULTURAL ORGANISATIONS AND ITS MANAGEMENT**  
**Marco Meneguzzo**, University of Roma Tor Vergata
- 17:00** Discussion
- 18:00** End of First Session
- 19:30** Dinner

**25.09.2007**

**09:30**

Second session

**THE CULTURAL SECTOR AS A  
NETWORK OF INFORMATION  
AND COMMUNICATION**

**Michele Trimarchi**, ECCOM and University of Catanzaro

**11:30**

Discussion

**12:30**

Lunch

**14:00**

Third session

**CULTURAL COMMUNICATION AND  
INSTITUTIONAL RELATIONSHIPS**

**Stefano Rolando**, Fondazione Università IULM

**16:00**

Discussion

**17:00**

End of the workshop - departure of participants