Provisional Agenda  
World Heritage Media/Communication Training Workshop  
Passing the Culture Message  
08-13 December 2013, Weimar, Germany

Sunday, 8 December 2013
- Arrival of participants
- Transfer to Weimar, Ossmannstedt
20:00 Welcome dinner
21:00 Informal Plenary Session – General Orientation

Day 1: Monday, 9 December 2013, Ossmanstedt/Weimar
- 08:00-09:00 Breakfast (Ossmanstedt)
- 09:30 Train from Ossmanstedt
  **Weimar**
- 09:36 Arrival in Weimar
- 10:00-11:15 **Opening Ceremony at Weimar Castle**
- 11:15-11:45 Coffee break
- 11:45-12:45 Session 1: Culture and World Heritage presentation
- 13:00-14:00 Lunch in Weimar
- 14:24 Train from Weimar
  **Ossmannstedt**
- 14:30 Arrival in Ossmannstedt
- 14:45-15:45 Session 2: Communication /Developing Message presentation
- 15:45-16:45 **Group work: Developing Message**
- 16:45-17:00 Coffee Break
- 17:00-18:30 Session 3: Media Formats/Basic Communication Plan presentation
- 18:30-19:30 **Group work: Basic Communication Plan**
- 19:30-20:30 Dinner
- 21:00 Evening programme: Cultural night

Day 2: Tuesday, 10 December 2013 (Ossmannstedt/Weimar)
  **Ossmannstedt**
- 07:45-08:45 Breakfast
- 08:45-09:15 Participants’ brief report on Day 1
- 09:30 Train from Ossmanstedt
  **Weimar**
- 09:36 Arrival in Weimar
- 09:45-13:30 **Guided Visit to the Classical Weimar** (http://whc.unesco.org/en/list/846/)
- 13:30-14:10 Lunch in Weimar
- 14:24 Train from Weimar
  **Ossmannstedt**
- 14:30 Arrival in Ossmanstedt
- 14:45-15:45 Session 4: Equipment, Image and Video Composition and Script creation
- 15:45-16:45 **Group work: Script and Composition creation**
- 16:45-17:15 Coffee break
- 17:15-18:15 Session 5: **Image and video editing presentation/ Test shooting**
18:15-19:15 **Group work: Image and video editing**
19:15-20:15 Dinner
20:30 Evening programme: Presentation of the individual projects by participants – Part I

**Day 3: Wednesday, 11 December 2013 (Ossmanstedt/Weimar)**

**Ossmanstedt**
07:45-08:45 Breakfast
08:45-09:15 Participants' brief report on Day 2
09:30 Train from Ossmanstedt

**Weimar:**
09:36 Arrival in Weimar
10:00-13:15 **Fieldwork at the Classical Weimar site - Shooting**
13:30-14:10 Lunch in Weimar
14:24 Train from Weimar

**Ossmanstedt:**
14:30 Arrival in Ossmanstedt
14:45-18:45 **Session 6: Editing workshop**
19:00-20:00 Dinner
20:00 Evening programme: Presentation of the individual projects by participants – Part II

**Day 4: Thursday, 12 December 2013 (Ossmanstedt)**
08:00-09:00 Breakfast
09:00-09:30 Participants’ brief report on Day 3
09:30-11:00 **Session 7: Editing workshop continued**
11:00-11:30 Coffee Break
11:30-13:00 **Session 8: Presentation of the final work/uploading videos**
13:00-14:00 Lunch
14:00-15:00 **Evaluation of the Communication/Media Training workshop**
15:00-15:30 Coffee break
16:00-18:00 **Closing**
19:00-20:00 Dinner
20:00 Evening programme

**Friday, 13 December 2013**
- Breakfast (Ossmanstedt)
- Departure of participants

**Organizers:**
UNESCO World Heritage Centre
Open Houses Germany
In collaboration with:
UNESCO Division of Freedom of Expression and Media Development
Classical Foundation Weimar
With the support of:
Panasonic

**Workshop focal point (logistics etc.):** Open Houses Germany, Dr. Bert Ludwig

**Session facilitators:**
UNESCO World Heritage Centre: Carmela Quin and Gina Doubleday
UNESCO Division of Freedom of Expression and Media Development: Benjamin Stanford and Jonathas Mello