

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, Ossmanstedt
- 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

Ossmanstedt

14:30 Arrival in Ossmanstedt
 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 (Ossmanstedt/Weimar)

Ossmanstedt

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

Ossmanstedt

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