



## PROGRAMME ERIH ANNUAL CONFERENCE 2011

28th to 30th September 2011

University of Silesia, Faculty Law and Administration, Bankowa Street 11b, Katowice

DATE	PROGRAMME
<b>28 September 2011</b>	
20.00	<b>Transfer from Novotel Katowitz to Restaurant SZTYGARKA</b> Recepcja ul. Piotra Skargi 34 a/d 41-500 Chorzów tel./fax/32/249 59 92
20.30 h	<b>Welcome Diner</b>
<b>29 September 2011</b>	
<b>REGISTRATION</b>	
9.00 h	Registration
<b>Welcome</b>	
9.15 – 9.45 h	Welcome PhD Jerzy Gorzelik Member of the Voivodeship Board  Prof. Dr. Meinrad Grewenig, President ERIH – European Route of Industrial Heritage
<b>PRESENTATIONS</b>	
9.45 -10.15 h	<b>“Wow – they even have internet on computers now!”</b> Frank Welgemoed, HollandRoute (NL)
10.15 – 10.45 h	<b>What is Web 2.0?</b> René Adrian, xmrnet web & design (DE)
10.45- 11.15 h	<b>Web 2.0 – New Technologies vs. Old Technique</b> Łukasz Gawęł, PhD Jagiellonian University, Institute of Culture (PL)
11.15 – 11.30 h	Coffee break
<b>PRESENTATIONS</b>	
11.30 – 12.00 h	<b>Using the Internet in the promotion of The Industrial Monuments Route and Industriada - its key marketing event</b> Dr. Adam Hajduga, Voivodeship
12.00 – 12.30 h	<b>Social Media to promote the ExtraSchicht in the Ruhr area</b> Jessica Lehmann, Ruhrtourismus GmbH
12.30 – 13.00 h	<b>Industrial Heritage Website <a href="http://www.visit-history.co.uk">www.visit-history.co.uk</a></b> Barry Quest, (Oxon), MRSC (Chemistry), European Patent Attorney (UK)
13.00 – 14.00 h	Lunch



## PRESENTATIONS

- 14.00 – 14.30 h **New Dutch Waterline - An Eventplatform**  
Peter Ros, National Project New Dutch Waterline (NL)
- 14.30 - 15.00 h **Mobile Explorer**  
Paul Gilman, Essex County Council (UK)
- 15.00 – 15.30 h **Geocaching**, N.N.
- 15.30 – 16.00 h **Conclusion and summary, Discussion**  
Frank Welgemoed, HollandRoute (NL), Rene Adrian xmrnet web & design (DE)

## END OF THE CONFERENCE PROGRAMME

- 17.30 Transfers from hotel to ERIH Anchor Point Coalmine GUIDO in Zabrze  
for non ERIH members  
Visit of ERIH Anchor Point Coalmine GUIDO in Zabrze
- 16.15 – 17.45 h **ERIH General Assembly** (ERIH members only)
- 18.30 h Transfers from hotel to ERIH Anchor Point Coalmine GUIDO in Zabrze
- Official opening of the exhibition “Route Industriekultur Ruhrgebiet”  
Werner Wöll, Regionalverband Ruhr (DE)
- Diner underground in Coalmine GUIDO  
*(please wear firm shoes and warm clothes)*
- ca. 22.00 h Transfer to the hotel

## DATE PROGRAMME EXCURSION

**30 September 2011**

- 9.15 h Transfer Hotel to Tychy
- 10.00 -12.30 h Visit of ERIH Anchor Point Tyskie Browarium
- 12.30 – 13.15 h Lunch in Energy Museum in Łaziska Górne
- First Transfer to Airport Katowice
- 13.30 – 14.30 h Visit Energy Museum in Łaziska Górne including power plant in operation.
- 14.45 h Transfer to Hotel and Airport Katowice

## End of the conference