

Draft Programme ERIH Annual Conference 2019

16th to 18th October, Berlin, Germany

Thursday 17th October – Conference Day

CONFERENCE DAY

Deutsches Technikmuseum (German Technical Museum)

Facilitator: **Jonathan Lloyd**, ERIH UK Co-ordinator

9.00-9.30 **Arrival and Registration**

9.30 **WELCOME**

Prof. Joseph Hoppe, Vice-Director Deutsches Technikmuseum and
Berlin Center Industrial Heritage (bzi)

Prof. Dr. Meinrad Maria Grewenig, ERIH President

Dr. Anna Hochreuter, Senatsverwaltung für Wirtschaft, Energie und Betriebe

10.00 **What's new in ERIH? - Network activities planned for 2019/20**

Dr. Adam Hajduga, ERIH Vice-President

Keynotes

10.15 **Introduction to the topic**

John Rodger, ERIH Board

10.25 **Bettina Quäschning**, visitBerlin; (Berlin's official marketing organisation)

*What is the role of industrial heritage in the tourism marketing mix of Berlin?
How does it fit with major attractions?*

10.50 *Coffee break (Invitation to visit the poster exhibition)*

11.15-13.15 **Presentations and discussion**

11.15-11.45 *Route Industrial Culture by bike in the context of radrevier.ruhr*

Harald Spiering, Ruhr Regional Association / **Jochen Schlutius** Ruhr Tourism, Essen /
Oberhausen, Germany

11.45-12.15 *"Lost industrial places: a new tourism in central Europe"*

Mag. Regina Rauch-Krainer, MAS - TLS Reisekultur Gmb, Graz, Austria / **Raffaele**
Caltabiano – Associazione Amideria Chiozza, Ruda, Italy

12.15-12.45 *What happens when thinking outside the box? You literally reach the top!*

Cornelia Magnusson / **Annika Lindhe**, World Heritage Site Grimeton Radion
Station, Grimeton, Sweden

12.45-13.15 *Industrial heritage in the wider tourism offer for areas of natural beauty*

Dr. Peter Wakelin, independent writer and consultant in arts and heritage, United
Kingdom

13.15-14.15 *Lunch*