



4TH ANNUAL UNLISTED WORKSHOP

APRIL 10, 2014 › 4 PM - 7 PM
3:30-4:00 REGISTRATION

HOSTED BY SHOOT 4 CHANGE,
VIA DEL MANDRIONE 105 (PIGNETO) - ROME, ITALY

FOLLOW ONLINE VIA  #CONVOCULTURE
&  GOOGLE HANGOUT (AMERICAN INSTITUTE FOR ROMAN CULTURE)

“CREATING CONVERSATION FOR CONSERVATION”

AN ON-SITE AND ONLINE WORKSHOP EXAMINING THE VARIOUS SOCIAL
MEDIA AND VISUALIZATION PLATFORMS AND HOW TO ATTRACT AND
ENGAGE A GLOBAL COMMUNITY

INVITED PARTICIPANTS

THE AMERICAN INSTITUTE FOR ROMAN CULTURE
ICCROM
SHOOT4CHANGE

RESTORING ANCIENT STABIAE FOUNDATION (VESUVIAN INSTITUTE)

PRELIMINARY PROGRAM

4:00-4:15 INTRODUCTION OF PARTICIPANTS

4:15-4:30 KEEPING UP WITH RAPID CHANGES IN DIGITAL FORMATS: NEW
OPPORTUNITIES, NEW AUDIENCES FOR #CULTURALHERITAGE

4:30-5:15 CONVERSATION FOR CONSERVATION ON THE BIG PLATFORMS (WEBSITES,
TWITTER, FACEBOOK, GOOGLE+)

WHAT WE ARE DOING, WHAT WE SHOULD BE DOING TO ENGAGE

5:15-6:00 SHOOTING CULTURAL HERITAGE I: THE PHOTO PLATFORMS - INSTAGRAM,
PINTEREST, FLICKR, TUMBLR

6:00-6:15 BREAK WITH REFRESHMENT

6:15-7:00 SHOOTING CULTURAL HERITAGE II: VIDEO (YOUTUBE, INSTAGRAM, VINE)
7:00 RECEPTION

FOR FURTHER INFORMATION CONTACT DARIUS ARYA
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