

20—23
09 2011

wir kommen wieder!
ritorneremo! : wir kommen wieder!
we'll come back!
ritorneremo!
we'll come back!

The conference offers a challenging program including lectures and workshops by practitioners and scientists from museum and adult education business, tourism, economics, leisure, publishing sector, and regional development research. Constant re-adaption of museum education strategies is vital to address the needs of returning visitors to archaeological open air museums, just like it is in any other field or service industry.

The participants from different European countries will analyze and discuss behavior characteristics of returning visitors, issues and current trends as well as new pathways and strategies in adult visitor education service. In addition the conference will provide a variety of additional leisure activities including rope climbing, hiking and different guided tours and visits.

The conference is a small part of a two-year European Union funded Learning Partnership called "Didarchtik", its aim is to empower the project partners to improve their adult education services at Archeological Open Air Museums and at other institutions of education in ancient technologies.

Short Fact Sheet

- **Coordination and management:** Johanna Niederkofler
- **Language:** English
- **Target group:** Museum professionals, trainees and visitors. Students are welcome too.
- **Accommodation:** Hotel Goldenes Kreuz (www.goldenes-kreuz.it/en)
- **Costs: 60 Euro/50 Euro** for students (included: conference fee, conference papers, lunch, snacks and coffee)
271 Euro – 301 Euro (included: see above, accommodation for three nights in a double or triple room and half board, tickets and shuttle service for leisure activities on 21th, 22th and 23th of September) Deposit requested.
298 Euro – 328 Euro (included: see above, accommodation in a single room)
The participation at the conference for Didarchtik partners is free. Accommodation and food charges as known.
- **Arrival, departure and travel:** individual
- **Registration:** before July 25th, for registration form see the last page of this document



Lectures and Workshops (alphabetical order)

- **Irene Egger, Dario Ferroni, Ernst Gamper and Johanna Niederkofler**, archeoParc Val Senales: *archeoParc at a glance*
- **Hermann Gummerer**, Director of folio Verlag, publishing company, Bolzano, Italy: *Examples for events and special offers directed to repurchasers in book market*
- **Marcus Herntrei**, EURAC research, Institute for Regional Development and Location Management, Bolzano, Italy: *Strategic Product Development as a Tool for Customer Retention*
- **Gregor Niederkofler**, Brand Manager of New Balance Italy, Gartner Sports, Bolzano, Italy, Chiusa, Italy: *Get and stay in contact with sneakers (re)purchasers*
- **Maureen Page**, Director of Butser Ancient Farm, UK: *Didarchtik meeting at Butser Ancient Farm 2012*
- **Ilse Pürstl**, Art educator and exhibition designer, Salzburg, Austria: *Keep the buzz going. Education strategies for adult repeat visitors in museums*
- **Paul Rösch**, Director of Touriseum (tourism museum of South Tyrol) and chairman of URANIA (adult education organization), Merano, Italy: *Oases of spiritual well-being as places that people return to*

Visits and leisure activities

- **Walk to Mastaunalm and dinner with typical products and music**, torch walk back to the hotel
- **Oberniederhof**: The Oberniederhof Farm is over 700 years old and the ideal place to learn about alpine farm culture and architecture. The owners run the farm in accordance with organic farming guidelines and have set up a pen for horned cattle. Visit the gothic cereal mill with wood-carved and painted mill head and lots of old agricultural tools, see endangered and/or protected domestic animal breeds and taste some of the home made cheese and “speck” (smoked bacon)...
- **High rope course at Vernago Lake**: Train your ability to balance, in order to master the challenge high rope courses in a beautiful natural landscape and overhanging an imposing gorge. The idea is to move from one platform to the next, balancing on beams, ropes, bridges and swings. The absolute highlight of the course is the 150-meter-long and 50-meter-high Flying Fox over the Val Senales Valley brook...
- **Ötzi Glacier Tour (80 Euro)**: The extremely varied one day round tour crosses the main chain of the Alps, an area of outstanding natural beauty which offers many archeological superlatives. Undoubted highlight of this glacier hiking tour is Ötzi's find spot (3.210 m) with its intriguing view of the Northern side of the Similaun (3.524 m). Furthermore this tour offers the possibility to try tying-in to a climbing rope and moving as a member of a rope team. Requests and conditions of attendance: altitude difference: ↑500 m ↓1.900 m,



walking time: 7-8 hours, basic physical condition, alpine mountain experience is not required.
Booking essential!!!

- **Visit to the South Tyrol Museum of Archeology (free):** Special exhibition: 20 years of science, media and mysteries surrounding the Iceman. For the first time the exhibition intends to analyse Ötzi beyond the scientific aspects. What image of him has developed? What role do the media play in this? What human developments have accompanied Ötzi in recent years?
- **Cable car trip to the Val Senales Glacier (free):** Val Senales Glacier (3.200 m) is located at the end of Val Senales Valley closed to the border to Austria. It is a stunning place to be, surrounded by some of the highest peaks of Italy and Austria.

Further information: info@archeoparc.it

Definitive Program

last update: 31Aug2011

Tuesday, September 20th

before 20:00	Arrivals
[6:30]	Glacier Tour to Iceman's find spot [Meeting point: reception] Booking essential!
[15:00]	Visit to the Valley [Meeting point: reception]
[17:00]	Welcome drink [archeoParc, 3 rd floor]
20:00	Dinner [Hotel Goldenes Kreuz]

Wednesday, September 21th

9:00	Welcome and Introduction to the Conference [archeoParc, 3rd floor] <i>Karl Josef Rainer, mayor of the local community, Senales, Italy</i> <i>Ilaria Pulini, chair of Exarc, Modena, Italy</i> <i>Sissi Prader, chair of Südtiroler Museumsverband (umbrella association of the private museums in South Tyrol), Merano, Italy</i> <i>Alexander Rainer and Johanna Niederkofler, archeoParc Val Senales</i>
9:30	Lecture: Strategic Product Development as a Tool for Customer Retention <i>Marcus Herntrei, EURAC research, Institute for Regional Development and Location Management, Bolzano, Italy</i>
10:15	Lecture: Keep the buzz going. Education strategies for adult (repeat) visitors in museums <i>Ilse Pürstl, Art educator and exhibition designer, Salzburg, Austria</i>
10:45	Coffee and Snacks [Balcony]
11:15	Workshop: Keep the buzz going. Developing education strategies for adult (repeat) visitors in museums – to be continued Start Up (getting to know each other, expectations, apprehensions, preparation of questions for the afternoon session) [Conference room] <i>Ilse Pürstl, Art educator and exhibition designer, Salzburg, Austria</i>

12:30	Lunch [Balcony]
14:00	<p>Short presentations and discussion [Conference room]</p> <p>Oases of spiritual well-being as places that people return to</p> <p><i>Paul Rösch, Director of Touriseum (tourism museum of South Tyrol) and chairman of URANIA (adult education organization), Merano, Italy</i></p> <p>Examples for events and special offers directed to repurchasers in book market</p> <p><i>Hermann Gummerer, Director of folio Verlag, publishing company, Bolzano, Italy</i></p> <p>Get and stay in contact with sneakers (re)purchasers</p> <p><i>Gregor Niederkofler, Brand Manager of New Balance Italy, Gartner Sports, Bolzano</i></p>
16:00	Coffee [Balcony]
16:30	<p>Start for leisure activities</p> <p>a) Guided tour Oberniederhof farm and dairy with <i>Petra and Jonny</i> [Meeting point: reception]</p> <p>b) Rope Climbing at Vernagt Lake with <i>Klaus, Andreas and Ludwig</i> [Meeting point: entrance archeoParc]</p>
19:30	Dinner [Hotel Goldenes Kreuz]

Thursday, September 22th

9:00	<p>archeoParc at a glance – Guided tour and activities for adults at archeoParc Val Senales [Meeting point: entrance archeoParc]</p> <p><i>Johanna Niederkofler, Ernst Gamper, Dario Ferroni, Irene Egger</i></p>
11:00	Coffee and Snacks [Balcony]
11:30	Workshop continues [Conference room]
12:30	Lunch [Balcony]
14:00	Workshop continues [Conference room]
15:30	<p>Meeting at Butser Ancient Farm 2012</p> <p><i>Maureen Page, Director of Butser Ancient Farm, UK, and colleagues</i></p>

16:00	Coffee
16:15	Workshop: Closing (review, evaluation)
17:00	Resting Time Meeting of Didarchtik partners representatives [archeoParc, 3 rd floor]
18:30	Walk or transfer to Mastaunalm [Meeting point: reception]
19:30	Dinner with typical dishes and music at Mastaunalm offered by the Mayor of Schnals municipality
22:30	Torch-light walk or transfer back to the hotel

Friday, September 23rd

Departures

Visit South Tyrol Museum of Archeology at Bolzano*, where Ötzi has been on display since 1998, or go to the Val Senales Glacier by cable car*, close to his find spot. [own arrangement]

*kindly invited and sponsored by the South Tyrol Museum of Archeology and Schnalstaler Gletscherbahnen.

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Name

.....
Institution/Didarchtik Partner

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E-Mail

To
archeoParc Val Senales
Madonna 163
I 39020 Senales

To
Hotel Goldenes Kreuz
Madonna 27
I 39020 Senales

Registration to the Conference Adult Repeat Visitors

20th – 23rd September, Val Senales, South Tyrol (IT)

I'll participate at the Conference Adult Repeat Visitors and

- book for accommodation in a single room (20th – 23rd September).
- book for accommodation in a double or triple room shared with
(20th – 23rd September).

Additional Information:

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.....

.....
Date

.....
Signature

Please send your registration form to archeoParc Val Senales before 25th July!

info@archeoparc.it