



European  
Regional  
Development  
Fund

## THE 2ND ARCHAEOBALT PROJECT WEBINAR

### Archaeotourism and Social Media Inspirations and development!

Friday 6th November 2020

10:00 – 14:45

Chair:

Jens-Bjørn Riis Andersen, Professor, Aarhus University, Denmark

#### Archaeotourism and Social Media webinar objectives:

For the 2nd edition of the ArchaeoBalt Project Webinar, we want to focus on archaeotourism and social media, especially how we can more fully realise the touristic potential of archaeological heritage in the Baltic Sea region.

Social media can significantly contribute to its promotion and in the resultant economic development in the region. It has become one of the key forms of creating and sharing information with a wider audience, especially in our current pandemic times.

During the webinar we will be exploring forms of best practice, new trends in promoting the archaeology, archaeotourism and cultural heritage of Baltic Sea Region in social media, as well as inspirational ways of building and developing the archaeotouristic audience in the Baltic region. We will consider how to cooperate even more and where to look for new archaeotouristic stakeholders in the Baltic Region.



### **The communication channels:**

The meeting will take place on the Zoom meeting platform and be streamed by ArchaeoBalt YouTube channel. The audience will be able to ask the questions via chat.

ArchaeoBalt YouTube channel:

<https://www.youtube.com/channel/UCYcF2A-f3wkKLOPm810BQkg>

Individuals (archaeology, cultural heritage specialists and enthusiasts, students, regional inhabitants, journalists, bloggers and freestylers etc.), and cultural and touristic organizations/institutions (museums, NGOs, SME, local and regional authorities, guides, touristic and ferry companies, press etc.) interested in effectively promoting cultural heritage, archaeology, archaeotourism and develop the audience in Social Media using the touristic potential of archaeology in Baltic Sea Region.

## **WEBINAR AGENDA**

**10:00 – 10:05**      **Introduction and welcome**  
Jens-Bjørn Riis Andersen, Professor, Aarhus University, Denmark

### **Session 1 (10:10 – 11:30)**

**10:10 – 10:30**      **ArchaeoBalt – archeotourism and culture heritage in the Southern Baltic Region – a brief introduction to the Project**  
Karolina Czonstke, Bartosz Świątkowski, University of Gdańsk, Poland

**10:35 – 10:55**      **ArchaeoBalt online: social media management as an international effort**  
Marie Conger, Aarhus University, Denmark

**10:55 – 11:15**      **Open Cultural Heritage and social media at the Swedish National Heritage Board**  
Maria Carlsson, Åsa Larsson and Björn Sundberg,  
Swedish National Heritage Board

11:15 – 11:30      Discussion (Q&A)

11:30 – 11:45      SHORT BREAK



## Session 2 (11:45 – 12:55)

- 11:45 – 12:05**      **Archaeological paths, roads, highways – various opportunities to promote archaeological heritage in social media and beyond**  
Agata Byszewska, Heritage Board of Poland
- 12:10 – 12:30**      **Interaction possibilities with the audience through social media**  
Wencke Maderbacher, ICOM – CECA, Denmark
- 12:35 – 12:55**      **Their creepiest object. How to use social media for promotion of heritage – trends and inspirations**  
Joanna Tbaka, Audience on Sight, Poland
- 12:55 – 13:10      Discussion (Q&A)

## Session 3 (13:45 – 14:45)

- 13:45 – 14:45**      **Archaeotourism & Social Media**  
Round Table & Summary of the Webinar  
Moderator: Laura McAtackney, PhD, Aarhus University

### Guests:

Radosław Biel, “Archeologia Żywa” Magazine, Poland

Marie Conger, Aarhus University, Denmark

Maiya Pina-Dacier, DigVentures, United Kingdom

Liv Westring, Archaeosoup, Sweden







# ARCHAEOBALT

TOWARDS INNOVATIVE GREEN & BLUE TOURISM



European  
Regional  
Development  
Fund

