

ARMS WIDE OPEN: Strategies for Engaging with Diverse Communities

18th ICNT BERMUDA PROGRAMME
AT A GLANCE
March 26-30 2019



Tuesday March 26

12:00pm – 8:00pm	Registration at Fairmont Southampton
9:30am - Noon	INTO Executive meetings at Waterville, Bermuda National Trust HQ
Noon - 1:00pm	INTO Executive lunch at Waterville, Bermuda National Trust HQ
1:00pm - 5:00pm	INTO Executive meeting at Waterville, Bermuda National Trust HQ
5:30pm - 6:30pm	Meet & Greet – Informal welcome for delegates at Jasmine Lounge, Fairmont Southampton
7:00pm - 10:00pm	INTO Executive dinner at Walford

Wednesday March 27 – St George's

ICNT in St George's, Bermuda's first capital (1612-1815) and a UNESCO World Heritage site

7:00am	Breakfast available for purchase - Fairmont Southampton
7:30am	Registration and sign- ups open
8:30am	Buses with guides depart for St George's
9:45am	Buses arrive in St George's
10:15am	Opening ceremony - The World Heritage Centre, St George's
10:30am	Welcome by His Excellency the Governor Mr John Rankin CMG, Deputy Premier and Minister of Home Affairs the Hon Walter Roban , JP, MP and Minister of Education the Hon Diallo Rabain , JP, MP
	Video greetings from Hashim Djojohadikusumo , chairman of the Indonesian Heritage Trust/BPPI, host of ICNT 2017
	Welcome by Dame Fiona Reynolds , INTO President

Video welcome to Bermuda from **Michael Douglas**

Welcome by Bermuda National Trust President, **Alana Anderson**

Video welcome by **Dr Mechtild Rossier**, Director of the UNESCO World Heritage Centre

Keynote Speech – **Queen Quet**: Opening Your Arms

Bermuda Expert Address - **Brent Fortenberry**

Welcome by **St George's Mayor** and **Town Crier** followed by Group photo in front of World Heritage Centre

12:30pm - 2:00pm Lunch at Tempest Restaurant

2:05pm - 3:00pm Walking tours of St George's

3:15pm – 4:00pm **Plenary – Gus Casely-Hayford: Africa's art history is our future** A talk about diversity initiatives that encompass major recent research developments in African Art History - including Timbuktu – World Heritage Centre

4:05pm - 5:05pm **Leadership Panel – For Everyone: Promoting diversity and inclusion in heritage and conservation**
Alana Anderson (Moderator), HRH Princess Dana Firas on Jordan, Dame Pamela Gordon Banks, Dame Fiona Reynolds, Gus Casely-Hayford

5:30pm Buses depart for Government House

6:10pm - 7:30pm Welcome reception at Government House hosted by **His Excellency the Governor John Rankin**

7:45pm Buses depart for Government House for Hamilton or Fairmont Southampton

11:00pm Bus departs Hamilton to Fairmont Southampton

Thursday March 28 – National Museum of Bermuda, Dockyard

ICNT at the National Museum of Bermuda in the Royal Naval Dockyard, which was built in the late 1800s as a central link in a chain of Atlantic bases to defend Britain, making Bermuda the “Gibraltar of the West”.

7:00am - 8:15am Breakfast available for purchase – Fairmont Southampton

8:30am Buses depart for National Museum of Bermuda, Dockyard

9:00am Buses arrive in the National Museum of Bermuda, Dockyard

9:15am **Welcome by Elena Strong, Executive Director, National Museum of Bermuda** – Queen's Exhibition Hall

- 9:20am - 9:40am **Bermuda Insight: Dr Edward Harris, MBE, JP, FSA, Executive Director Emeritus, National Museum of Bermuda**
- 9:50am - 11:15pm National Museum of Bermuda tours
- 11:15am - 11:30am Coffee and tea break
- 11:30am - 12:30pm **BREAKOUT SESSION 1 – Commissioner’s House**
- Open to All – Whose heritage counts?** Politics, religion and language are some of the factors that influence what aspects of heritage are preserved, discarded and/or subdued. In this conversation we investigate some of the factors that determine what is eventually labelled as heritage and what happens to cultural heritage that is excluded. *Alice Chiapparrone (Italy), Fanon Khaldun (Bermuda), David Scott (Zimbabwe) Queen Quet (USA)*
- Open Houses - Advocating for heritage in the 21st century?** How do National Trusts engage governments, thought leaders and communities in the age of social media, populism and identity politics when institutions of all kinds are often regarded with suspicion or accused of elitism? *Mary Anthony (USA), David Brown (USA), Sdenka Fuentes (Bolivia), Joanna Rosemond (St Lucia)*
- Open Spaces – Small and beautiful** Balancing development and sustainability in small island environments.
Moderator: Jack Ward (Bermuda), Jeremy Harris (St Helena), Tom O’Shea (USA)
- Open for Business – Financially sustainable sites:** How to bring a business perspective to sites you own or operate. Reimagining sites with new uses or partners; new commercial activities; optimising tourism; cost reduction opportunities. *Darren Peacock (Australia), Charles Alluto (Jersey), Peter Pinciario (USA), Anne Witsenberg (Curacao)*
- Open Minds - Are the kids alright?** Generation Z, the first true generation of digital natives, have been described as global, entrepreneurial, more individual and comfortable in a world of instant updates. How do we consistently engage with younger audiences? *Kara Roopsingh (Trinidad), Kelly Schindler (USA), John deConinck (Uganda)*
- 12:30 **Lunch – Frog & Onion**
- 2:30pm - 3:30pm **BREAKOUT SESSION 2 – Commissioner’s House**
- Open to All – Making the dream work;** Recruiting the best and most diverse teams: Conservationists are constantly working at striking a delicate balance between heritage preservation and sustaining relevance in contemporary times. Nurturing and harnessing shared values, expertise and dedication of tradition bearers, practitioners, conservators, educators, researchers, exhibitors and volunteers can be a daunting but rewarding task. *Justin Scully (UK), Jeremy Harris (St Helena), Lauren Williams-Grant (Guyana)*

Open Houses – Alternative energy for built heritage: Strategies for stewardship of cultural and historic properties in a changing climate - financial, political and societal as well as environmental. *Brian Cruey (USA), Arlene Fleming (The World Bank), Katlyn Cotton (USA) Catherine Leonard (INTO)*

Open Spaces – Boosting biodiversity Bringing endangered species back to life. *Jennifer Gray (Bermuda), Craig Powell (Fiji), Chao-Jui Chou (Taiwan)*

Open for Business – Building success by growing your audience: Insights into the science of membership development; understanding cultural behaviour to attract and engage committed audiences; new membership models; understanding evolving attitudes to joining; digital marketing; audience segmentation and avatars; and more. *Natalie Bull (Canada), Kelly Schindler (USA), Laila de Bruyne (Belgium)*

Open Minds – Connecting children with nature: Project Wild Thing **Masterclass:** *Creator: David Bond*

3:30pm - 3:45pm	Coffee and tea break
3:45pm - 4:45pm	Plenary Address – John Orna-Ornstein, Director of Culture and Engagement of the National Trust of England, Wales and Northern Ireland: Diversity and people-centered conservation – Queen’s Exhibition Hall
5:00pm	Buses depart from National Museum of Bermuda to Fairmont Southampton
7:00pm	Buses depart for Fourways Restaurant
7:15pm -10:30pm	Dinner at Fourways Restaurant with a warm welcome from Coral Beats, Bermuda’s all-woman drum band
10:00pm -11:00pm	Staggered buses depart for Fairmont Southampton

Friday March 29 – Fairmont Southampton

7:00am - 8:15am	Breakfast available for purchase – Fairmont Southampton
8:30am - 9:30am	Keynote Address – Gail Lord: Changing the narrative: From a hard power to a soft power future: Many of the built forms, landscapes and collections we preserve have their roots in the hard power past, and celebrate that heritage. As a result of decolonisation, immigration and new methods of historical research, the narrative is changing to one of soft power that engages critical thinking, plural perspectives and innovative collaborations. This presentation explores the opportunities and challenges of this changing narrative in the world today.

- 9:45am - 10:30am **Plenary on Reciprocal Visiting - Natalie Bull, INTO Trustee**, will lead a discussion on progress made by the committee examining reciprocal visiting arrangements between Full Members of INTO.
- 10:40am - 12:15pm **Regional meetings**
- 12:30pm - 2:15pm Lunch - Kite Exhibition
- 1:45pm - 2:15pm **Lunchtime Plenary speaker – Andrew Potts of ICOMOS:** Introducing the Climate Heritage Network
- 2:25pm - 3:50pm **BREAKOUT SESSION 3**
- Open to All – Joys and woes of heritage tourism:** Through heritage tourism, we take a deliberate decision to step into a different world - to test and challenge our senses, beliefs, prejudices and inhibitions. As we leave with souvenirs and fond memories, what do we leave behind? This discussion is about striking the balance between commercialisation and benefiting from heritage tourism. *Darren Peacock (Australia), Miguel Pena (Barbados), Clifford Rosa (Aruba), Pat Phillip-Fairn (Bermuda)*
- Open Houses – Preserving the past, building for the future:** Preservation skills and community empowerment. *Andrew deGruchy (USA), Marie-George Pagel-Brousse (France), Larry Mills (Bermuda), Justin Charles (Trinidad)*
- Open Spaces – Prepare for the worst, hope for the best:** In the era of climate change and extreme weather events, veterans of natural disasters share lessons learned and tips for planning and recovery for conservation organisations and World Heritage sites. This session will also focus on the slower moving impact of climate change, including displacement and planned relocation of heritage assets. *Andrew Potts (USA), Linda Varlack (BVI), Elizabeth Erasito (Fiji)*
- Open for Business – Revenue generation via commercial activities:** Best practices for on-site storefronts and online sales; commercial opportunities; product development and licensing; understanding value propositions, customers, cross-channel marketing and more! *Alice Chiapparone (Italy), Maureen Liebl (India), Claire Lane (UK)*
- 12:30pm – 3:15pm **Open Minds – Reimagining Verdmont:** Seminar at Bermuda National Trust estate house Verdmont with the goal of creating new exhibits or mission for museums stuck in the past. **Bus leaves hotel at 12:30 pm. Boxed lunch provided.** *Katherine Malone France (USA), Howard Zar (USA), Kelly Schindler (USA), Dorte Horsfield (Bermuda), Anna Ridgeway (Bermuda)*
- 3:50pm - 4:05pm Coffee and tea break
- 4:05pm - 4:45pm **Keynote Address – HRH Princess Dana Firas of Jordan:** Protecting heritage sites in conflict zones
- 5:00pm - 6:00pm **Round table discussion –** Delegates have the chance to sit down with INTO executive leaders to learn how to get the most out of INTO and with conservation experts to discuss topics of interest.

6:30pm Taxis depart for dinners with local hosts
7:00pm - 10:00pm **Dine-around** – Dinner in a local home

Saturday March 30 – Fairmont Southampton

7:00am - 8:30am Breakfast available for purchase – Fairmont Southampton

8:30am - 9:15am **Keynote Address - National Trust for Historic Preservation Chief Preservation Officer David Brown:**
Legacy and Promise

9:15am - 9:30am Coffee and tea break

9:30am - 11:30am **INTO Congress** including a presentation of INTO activity over the past 18 months, elections and resolutions and the 2019 INTO Excellence Awards

12:00pm -1:30pm **Lunch**

1:30pm - 2:15pm **Plenary - Conference Initiative – The Last Straw:** Lessons learned from campaigns designed to reduce single-use plastics. *Moderator: Anne Hyde (Bermuda), I Gusti Lanang Mallarta (Bali), Charles Alluto (Jersey), Dr Stuan (Robbie) Smith (Bermuda)*

2:35pm - 3:45pm **BREAKOUT SESSION 4**

Open to All – Learning from inscription of World Heritage Sites: Since 1975, UNESCO has devised various means to identify, conserve, promote and safeguard cultural heritage across the globe. Does inscription restrict or broaden a sense of ownership and collective responsibility for community and world heritage sites? This discussion examines what ultimately ensures heritage conservation and who it is for. *Justin Scully (UK), HRH Princess Dana Firas (Jordan), Andrew Potts (USA)*

Open Houses – “Arches”: A demonstration of the Getty Conservation Institute/World Monuments Fund open source platform for heritage inventories. Is your Trust in charge of a heritage inventory or listing process? Is that data really safe and future-proof? Might your organisation benefit from engaging local people in the process of identifying special places using the new Arches app? When a hurricane hits, does everyone know where the important heritage is? Come and find out how Arches could work for you and learn from an existing user. *Alison Dalghity (USA), Dennis Wuthrich (USA), Dr Brent Fortenberry (USA)*

Open Spaces – Unwelcome guests: How to tackle invasive species on land and sea. *Fireside chat with David Wingate (Bermuda)*

Open for Business – Focus on fundraising: Fundraising strategies specific to National Trusts - what is our special value proposition? How do we build and implement a successful fund development strategy? Donor relations, major gift fundraising, targeted campaigns, corporate partnerships and more. *Trudi Coxe (USA), Justin Albert (UK), Plus: Insights on crowdfunding, grantsmanship and acquisition funding from invited guests.*

Open Minds – Creative preservation: Utilizing collections, landscapes, contemporary arts and commerce in dynamic ways to engage new and diverse audiences with heritage. *John Orna-Ornstein (UK), Howard Zar (USA), Ding Feng (China), Gail Lord (Canada)*

3:45pm

Coffee and tea break

4:00pm

Plenary - round table on workshop highlights – Moderators reflect on the best things they have learned from the conference

4:45 pm

Closing remarks from Dame Fiona Reynolds and Catherine Leonard. Handover to Belgium, host of ICNT 2021

6:30pm - 11:00pm

Bermuda Beach Bash with live band and dancing under the stars – Ocean Club, Fairmont Southampton

Who's Who

Moderators

Anderson, Alana – President Bermuda National Trust, Leadership Panel

Albert, Justin - Director of Wales for The National Trust, Open House sessions focusing on tangible heritage

Bull, Natalie - Executive Director of the National Trust of Canada, Open for Business sessions focusing on capacity building

Drani, Emily - Executive Director of The Cross-Cultural Foundation of Uganda, Open to All sessions focusing on diversity and inclusion

Hyde, Anne – Executive Director Keep Bermuda Beautiful, The Last Straw

Malone France, Katherine - Senior Vice President for Historic Sites at the National Trust for Historic Preservation, Open Minds sessions focusing on education and engagement
Maurice, Oliver - Director, INTO, Open Spaces sessions on Boosting Biodiversity and Climate Change
Ward, Jack - Former Director of the Bermuda Department of Environmental Protection, Open Spaces session on Small and Beautiful

Regional Meetings Chairs

Africa: **John De Coninck**
Americas: **Katherine Malone France**
Asia: **Catrini Kubontubuh**
Australia and the Pacific: **Elizabeth Erasito**
Caribbean: **William White**
Europe: **Justin Albert**

Panelists

Albert, Justin - Director of Wales for The National Trust
Alluto, Charles - Chief Executive Officer, National Trust for Jersey
Anderson, Alana - President of the Bermuda National Trust
Anthony, Mary - Executive Director, 1772 Foundation, USA
Bond, David - Founder, The Wild Network and Project Wild Thing
Brown, David – Executive Vice President and Chief Preservation Officer with the US National Trust for Historic Preservation
Bull, Natalie - Executive Director of the National Trust of Canada
Casely-Hayford, Gus - Director of the Smithsonian National Museum of African Art
Charles, Justin - Managing Director, Parvenir Heritage Restoration and Maintenance Company, Trinidad
Chiapparrone, Alice - Properties Marketing Manager, Fondo Ambiente Italia (FAI)
Chou, Chao-Jui - Project Manager, Taiwan Environmental Information Association
Cotton, Katlyn - Research Associate, PlaceEconomics, USA
Coxe, Trudy - CEO and Executive Director, Preservation Society of Newport County (USA)
Cruvey, Brian - Director, Southern Berkshires Portfolio, Trustees of Reservations, USA
Dalghity, Alison - Senior Project Manager, Getty Conservation Institute
de Bruyne, Laila - Product Developer, Herita, Belgium
De Coninck, John - Programme Advisor, Cross-Cultural Foundation of Uganda
deGruchy, Andre - President LimeWorks, USA
Erasito, Elizabeth - Director, National Trust of Fiji Islands
Feng, Ding - Secretary-General, Ruan Yisan Heritage Foundation
Firas of Jordan, HRH Princess Dana - President, Petra National Trust
Fleming, Arlene - Cultural Resources and Development Specialist, The World Bank
Fortenberry, Brent - Assistant Professor of Architecture and Fellow in the Center for Heritage Conservation, Texas A&M University
Fuentes, Sdenka - President, Committee of Defence of Bickenbach Country House, Bolivia
Gordon Banks, Dame Pamela - First female Premier of Bermuda
Gray, Jennifer - Former Executive Director, Bermuda National Trust

Harris, Dr Edward - Former Executive Director of the National Museum of Bermuda
Harris, Jeremy - Director, St Helena National Trust
Hyde, Anne - Executive Director, Keep Bermuda Beautiful
Horsfield, Dorte - Education Director, Bermuda National Trust
Jukema, Jonathan - Managing Director, Curacao Monument Fund Foundation
Khaldun, Fanon - African Diaspora Heritage Trail of Bermuda
Lane, Claire - Head of Retail Online, National Trust of England, Wales and Northern Ireland
Lanang Mallarta, I Gusti - Bali Kuna Heritage Society, Indonesia
Leonard, Catherine - Secretary General, INTO
Liebl, Maureen - Founder and Life Trustee, Indian Trust for Rural Heritage and Development
Lord, Gail - President & Co-Founder, Lord Cultural Resources
Malone France, Katherine - Senior Vice President for Historic Sites at National Trust for Historic Preservation
Mills, Larry – Bermuda Historian
O’Shea, Tom - Director of Coastal and Natural Resources, Trustees of Reservations, USA
Orna-Ornstien, John - Director of Culture NTEWNI Director of Museums, Arts Council England
Pagel-Brousse, Marie-George - President Rempart (France)
Peacock, Darren - Chief Executive Officer, National Trust of South Australia
Pena, Miguel - Executive Director, Barbados National Trust
Philip-Fairn, Pat - Former Chief Product and Experiences Development Officer, Bermuda Tourism Authority
Pinciario, Peter - Director, the Crane Estate, The Trustees of Reservations, USA
Powell, Craig - Chairman, National Trust of Fiji Islands
Potts, Andrew – Former Executive Director of US/ICOMOS
Quet, Queen - Chieftess and Head-of- State of the Gullah-Geechee People
Reynolds, Dame Fiona - President of the International National Trusts Organisation and former Director General of the National Trust of England, Wales, and Northern Ireland
Ridgeway, Anna - Museums Manager, Bermuda National Trust
Roopsingh, Kara - Heritage Preservation and Research Officer, National Trust of Trinidad and Tobago
Rosa, Clifford - Chairman, Stichting Rancho Aruba
Rosemond, Joanna - Natural Heritage Programme Officer, St Lucia National Trust
Schindler, Kelly - Manager, Historic Sites Administration and Engagement, National Trust for Historic Preservation, USA
Scott, David - Chairman, National Trust of Zimbabwe
Scully, Justin - General Manager, Fountains Abbey, National Trust for England, Wales and Northern Ireland
Smith, Dr Struan (Robbie) - Curator, Natural History Museum, Bermuda
Varlack, Lynda - Acting Director, National Parks Trust of the Virgin Islands
Williams-Grant, Lauren - Conservation Officer, National Trust of Guyana
Wingate, David - Former Government Conservation Officer, Bermuda. Founder of the Nonsuch Project
Witsenberg, Anne - Director, MonumentsFund Aruba
Wuthrich, Dennis - CEO and Founder, Farallon Geographics Inc