INTO Dundee will highlight the importance of people and purpose within heritage preservation.

Our conference schedule will explore relevance in its many forms, and those who shape it: our communities.
09:00 – 09:30  Conference Registration
09:30 – 10:15  Opening Remarks
10:15 – 11:00  Keynote 1:
Bernard Donoghue
11:00 – 11:30  Coffee Break
11:30 – 13:00  Plenary Session 1:
Heritage Now
13:00 – 14:00  Lunch
14:00 – 15:00  Break Out Sessions
(Choice of 4)
15:00 – 16:00  Break Out Sessions
(Choice of 4)
16:00 – 16:30  Coffee Break
16:30 – 18:00  Plenary Session 2:
Community
18:00 – 20:00  Conference Reception

Please note that the keynote and plenary sessions will be filmed. These films will be shared with the V&A and INTO networks at future events and published via our websites.
Plenary Session 1: Heritage Now
11:30 – 13:00

Chair: Bernard Donoghue, CEO of the Association for Leading Visitor Attractions.

As we emerge from the impacts of the pandemic years, we begin the conference by reflecting on the position of the heritage sector around us today, asking: where to from here? This session will explore emerging trends and practices, working with existing and evolving audiences and new thinking and ways of working. In these times of uncertainty, we will discuss the role that heritage can play in rising to the challenges of our time.

Plenary Session 2: Community
16:30 – 18:00

Chair: HRH Princess Dana Firas, President, Petra National Trust.

With audiences playing an increasingly active role in fostering evolution within the heritage sector, this session will explore how organisations successfully engage and represent communities they work alongside; highlighting the successes, challenges, and barriers to inclusion they have encountered through the process.
REMOTE HERITAGE
What business and engagement models work best for heritage sites with significant geographic barriers to visitation?

ALTERNATIVE VISITOR MODELS
What can we do when a traditional visitor model doesn’t work? What operational approaches are sustainable whilst also staying true to our charitable purpose?

STATE RELATIONS
How do we successfully work with government as partners? Balancing the need to push for progress whilst maintaining productive relationships.

PROTECTING DESIGN AT RISK: UNCONVENTIONAL SOLUTIONS
Inspired by the rescue of Charles Rennie Mackintosh’s ‘Hill House Box’ and ‘The Oak Room’ we look at innovative solutions for protecting heritage and design.

CRAFT AND COMMERCE
How are we able to successfully support the craft traditions of our makers? Ensuring a commercially viable model at our places and simultaneously safeguarding intangible cultural heritage.

CHANGING FOR CLIMATE
How are we changing our places to adapt to the impacts of climate change? Sharing best practice and practical solutions at our places.

HERITAGE VOLUNTEERS OF THE FUTURE
Who are our future volunteers? Looking at models for engagement that redefine how we collaborate with those who volunteer their time and expertise with us.

OUTDOOR AUDIENCES
How can we improve engagement with audiences who visit natural heritage spaces? Converting visitors into active advocates for and supporters of heritage spaces.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30 – 09:00</td>
<td>Delegate Arrival</td>
</tr>
<tr>
<td>09:00 – 09:10</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>09:10 – 10:30</td>
<td>Plenary Session 3: [Re]Interpreting Relevance</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:00 – 11:45</td>
<td>Keynote 2: HRH Princess Dana Firas</td>
</tr>
<tr>
<td>11:45 – 13:00</td>
<td>Break Out Session (Choice of 3)</td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 – 15:00</td>
<td>Plenary Session 4: Community-led Climate Action</td>
</tr>
<tr>
<td>15:00 – 15:30</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>15:30 – 16:00</td>
<td>Keynote 3: Cassander Titley-O’Neal</td>
</tr>
<tr>
<td>16:00 – 17:00</td>
<td>Plenary Session 5: Making Places</td>
</tr>
<tr>
<td>17:00 – 17:30</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td>17:30 – 19:00</td>
<td>Free Time</td>
</tr>
<tr>
<td>19:00 – 22:00</td>
<td>Conference Dinner</td>
</tr>
</tbody>
</table>

Please note that the keynote and plenary sessions will be filmed. These films will be shared with the V&A and INTO networks at future events and published via our websites.
Plenary Session 3: [Re]Interpreting Relevance

09:10 – 10:30

Chair: Elon Cook-Lee, Director of Interpretation and Education in the Historic Sites Department at National Trust for Historic Preservation

As the heritage sector increasingly strives to become more representative of our diverse audiences and the relevance heritage holds for previously under-represented groups, we explore the process of [re]interpreting relevance within our sites. We take a look at how organisations around the world are working to embrace a plurality of perspectives, becoming more representative to increase and diversify their relevance.

HRH Princess Dana Firas, President, Petra National Trust, and INTO Ambassador

In her address, Princess Dana will explore how organisations and institutions can better involve and engage with local communities and make our work accessible and integral to everyday life.

Cassander Titley-O’Neal, Director, National Parks Trust of the British Virgin Islands

Dr Titley O’Neal brings extensive experience as an environmental consultant in the field of marine science to her role leading the National Parks Trust of the Virgin Islands. In her address, she will share insights on balancing the conservation of our precious natural resources with the business of running an INTO member organisation.
Plenary Session 4: Community-led Climate Action
14:00 - 15:00

Chair: Cassander Titley-O’Neal, Director, National Parks Trust of the British Virgin Islands

As we look towards the UN Climate Change talks taking place in Egypt later this year, this plenary explores some of the practical solutions and partnerships developed to address climate-related and environmental impacts. With a particular focus on nature-based solutions and community-led climate efforts, we will share tips and tools to deliver benefits for people, heritage, and biodiversity, as well as for the climate.

Sponsored by

INTO is delighted to be partnering once again with American Express as the presenting sponsor of our conference.

Through a two-year grant, American Express has also supported research into balancing conservation, development, tourism and community interests at the sites of the world’s National Trusts.

Plenary Session 5: Making Places
16:00 – 17:00

Chair: Leonie Bell, Director, V&A Dundee

In this session we discuss the integral role that heritage plays within place-making, within a local, regional, and national context. Taking Dundee as a launch point for conversation, we discuss how heritage can kick-start economic development and create - and reinvigorate - notions of what it means to be where you are.
11:45 - 13:00

**BALANCING TOURISM AND CONSERVATION**

How can we handle the crowds? Balancing visitor attraction models against the needs of nature conservation.

**ARMS WIDE OPEN**

How do we know if we’re getting it right? How are we engaging with our communities, ensuring that there are suitable mechanisms for co-production and facilitating feedback?

**FROM ACTIVISM TO ORGANISATION**

How can we sustainably grow from community-led activism groups into recognised organisations working within the heritage sector?
CONFERENCE DAY THREE

08:15 - 09:15  INTO Congress (INTO members only)
09:30 – 17:30  Site visits to National Trust for Scotland properties

Return to Dundee by 18:00

You will have the choice to visit one of four National Trust for Scotland properties.

Please let us know your choice by emailing info@into.org

Please note that a coach will be provided to take you from the conference venue to the site and back again.

CRATHES (above)

Travel time from Dundee: 1 hour 11 minutes

Themes: social impact of early industry, place-making through restoring heritage, working with TV/film

Crathes castle is a classic Scottish tower house and was home to the Burnett family for over 350 years. The castle is an intricate maze of turrets, towers, oak panels and painted ceilings, along with many family treasures, including the Horn of Leys, given to the Burnett family in the 14th century by Robert the Bruce.

CULROSS (left)

Travel time from Dundee: 1 hour 16 minutes

Themes: visitor operations, heritage gardening, volunteers

Culross Palace dates from the 1590s and was constructed by Sir George Bruce, the Laird of Carnock, using materials from Bruce’s foreign trade. Culross itself was an early industrial hub, producing coal and salt, using indentured labour. Falling into industrial decay, the village was neglected until the Trust set about acquiring, restoring, and selling houses in the village.
**FALKLAND** (right)

*Travel time from Dundee: 34 minutes*

*Themes: placemaking and interaction between communities of interest and place, slavery in Scottish history and culture*

Falkland Palace is a Renaissance palace with an extensive formal garden and one of Britain’s oldest tennis courts. Inspired by the grand châteaux of France, successive royals created one of the finest surviving examples of Renaissance architecture in Scotland. Falkland palace itself is at the heart of the picturesque village of Falkland, nestled beneath the Lomond Hills, and now a Conservation Area.

**MAR LODGE** (below)

*Travel time from Dundee: 1 hour 44 minutes*

*Themes: conservation and habitat restoration, balance between leisure uses of estate (walking, hunting, fishing) and modern conservation*

Mar Lodge is Britain’s largest National Nature Reserve, an estate of 29,000 hectares lying at the heart of the Cairngorms National Park. The estate contains high mountain landscapes, wooded glens, and a profusion of wildlife. The estate also hosts the Victorian Mar Lodge estate house and designed landscape. The Trust’s conservation work is focused on nature restoration, with a wide range of landscape conservation projects underway, including woodland regeneration.

Please note visit to this site will require walking.
CONFERENCE DINNER

5 October 2022 (conference day two)

We will be hosting a dinner on the second night of the conference at Malmaison.

Address: 44 Whitehall Crescent, Dundee DD1 4AY

Below are the menu choices.

**Please email info@into.org to confirm your choices by 5 September 2022**

**Starter**

Cream of roast swede & potato soup, crusty bread (vegetarian, can be vegan and gluten free)

**Main**

Chicken Balmoral, gratin potatoes, buttered greens & whisky sauce (gluten free)

or

Mock-a-leekie risotto, pearl barley, kale & leek (vegan)

**Dessert**

Valrhona chocolate brownie with scoop of vanilla ice cream (vegetarian)
INTO DUNDEE
HERITAGE NOW: RELEVANCE & COMMUNITY

SUPPORTED BY

THE HELEN HAMLYN TRUST

THE 1772 FOUNDATION