### Session 3: New Heritage Data: Collecting and Storage (ZHG/Hörsaal A)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 - 10:10</td>
<td><strong>Moderator Session Introduction</strong> Christine Gleisner Vergara (Chile)</td>
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<tr>
<td>10:10 - 10:40</td>
<td><strong>Keynote Speech</strong> Mario Santana Quintero (Canada)</td>
</tr>
<tr>
<td>10:40 - 11:00</td>
<td><strong>Coffeebreak</strong> (ZHG/Foyer)</td>
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<tr>
<td>11:00 - 11:20</td>
<td><strong>Systematic Data Collection as a Preventive Measure for the Protection of Sites along the Silk Roads</strong> by Ona Vileikis (Belgium) and Eduardo Escalante Carrillo (Mexico)</td>
</tr>
<tr>
<td>11:20 - 11:40</td>
<td><strong>Documenting Indian Vernacular Architecture</strong> by Gayathri Hegde (India)</td>
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<tr>
<td>11:40 - 12:00</td>
<td><strong>The Heritage Development Model</strong> (HDM), Benefits and Future Development** by Gerco Meijer (Netherlands)</td>
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</tbody>
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### Session 4: World Heritage Education (Parallel to Session 3: ZHG/Hörsaal B)

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<thead>
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<tbody>
<tr>
<td>10:00 - 10:10</td>
<td><strong>Moderator Session Introduction</strong> Dagnija Baltina (Latvia)</td>
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<tr>
<td>10:10 - 10:40</td>
<td><strong>Keynote Speech</strong> Yanet Lezama - López (Mexico)</td>
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<tr>
<td>10:40 - 11:00</td>
<td><strong>Coffeebreak</strong> (ZHG/Foyer)</td>
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<tr>
<td>11:00 - 11:20</td>
<td><strong>The Role of Interpretation and Education to Enhance Visitor Behavior for the Conservation of Heritage Sites</strong> by Mona Ahmed Sabee (Egypt)</td>
</tr>
<tr>
<td>11:20 - 11:40</td>
<td>**The Role of ‘Gamification’ and ‘Edutainment’ in the Revitalization of World Heritage Tourist Attractions in the UK by Viachaslau Filimonau (UK)</td>
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<tr>
<td>11:40 - 12:00</td>
<td>**Interpreting Albertan World Heritage Natural Sites to Millennials Tourists from China by William X Wei (Canada)</td>
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<tr>
<td>12:00 - 13:00</td>
<td><strong>Lunch</strong> (ZHG/Foyer)</td>
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<tr>
<td>13:00 - 13:20</td>
<td>**Development of World Heritage Education in Secondary Education in Georgia by Manana Tevzadze (Georgia)</td>
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<tr>
<td>13:20 - 13:40</td>
<td><strong>Volunteering at UNESCO World Heritage Sites as a Tool for Civic Engagement and Informal Learning</strong> Anna Dontcova (Germany)</td>
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<tr>
<td>13:40 - 14:40</td>
<td><strong>Summary of Sessions 3 &amp; 4 and Panel Discussion</strong></td>
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<tr>
<td>15:00 - 15:30</td>
<td><strong>Acknowledgements, Introduction of a New Board, Conference End</strong></td>
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<tr>
<td>15:30 - 16:00</td>
<td><strong>Coffee Break</strong> (ZHG/Foyer)</td>
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<tr>
<td>16:00 - 17:00</td>
<td><strong>Departure of Participants</strong></td>
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**World Heritage Theory, Policy and Practice**

April 12th – 14th, 2017, BTU

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**DAAD** Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

**btu** Brandenburg University of Technology

**IAWHP** International Association of World Heritage Professionals e.V

Photos and design: Lilit Gyulazyan
**Opening**
Venue: ZHGU/Hörsaal A, BTU

11:00 - 11:10  Welcome from the IAWHP e.V. Board
Khrystyna Shakhmatova

11:10 - 11:25  Welcome from BTU Cottbus - Senftenberg
Christin Handrek

11:25 - 11:35  Welcome from the City of Cottbus
Henry Crescini

11:35 - 11:45  Welcome from the Chair
Daniel Bühler

11:45 - 12:00  Introduction to the Conference

12:00 - 13:00  Lunch (ZHGU/Foyer)

13:00 - 14:00  IAWHP e.V. General Assembly
(ZHGU/Audimax 1)

14:00 - 15:15  Workshop - Sorbian Easter Egg Painting (ZHGU/Foyer)

15:30 - 19:00  Excursion to Cottbus City Museum
Bus City Tour

19:00 - 20:00  Dinner at Cavalierhaus
End of Day 1, Presentation of Schedule for Day 2

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**Session 1: Challenges and Opportunities in Implementing the World Heritage Convention**
(VG 1A / HS 1)

08:30 - 09:00  Participants Registration
(ZHGU/Audimax Foyer)

09:00 - 09:10  Moderator Session Introduction
Ona Vileikis (Belgium)

09:10 - 10:40  Keynote Speech
Bartomeu Deyà (Spain)

10:40 - 11:00  Pursuit towards the World Heritage Status by Dagnija Baltīņa (Latvia)

11:00 - 11:30  Coffee Break (ZHGU/Foyer)

11:30 - 11:50  Towards People-Centered Approach in the Management of the Natural and Cultural Heritage of the Ohrid Region World Heritage Site by Ana Aleksova (Macedonia) and Marcelo Miranda (Portugal)

11:50 - 12:10  The Relationship of Theory and Practical Approach to the World Heritage in Serbia – between Disagreement and Profusion by Nadjia Kurtovic (Serbia) and Folic Natasa Zivaljevic Luxor (Serbia)

12:10 - 13:30  Lunch (BTU Mensa)


13:50 - 14:30  Panel Discussion

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**Session 2: Middle Eastern Heritage: Threats and Opportunities**
(ZHGU/SR 3)

14:30 - 15:00  Poster Presentations (ZHGU/Foyer)

15:00 - 15:30  Coffee Break (ZHGU/Foyer)

15:30 - 15:40  Moderator Session Introduction
Manana Tevzadze (Georgia)

15:40 - 16:10  Keynote Speech
Leo Schmidt (Germany)

16:10 - 16:30  Influence of World Heritage Status on the Decision Making and Project Implementation by Muray Hasaltun Wosinski (Bahrain)

16:30 - 16:50  World Heritage Nomination Challenges of Jarash Archaeological Site in Jordan by Mohammad El-Khalili (Jordan) and Nizar Al Adarbeh (Jordan)

16:50 - 17:10  Challenges and Opportunities in Integrated Natural and Cultural Heritage Management at World Heritage Sites in Jordan by Nizar Al Adarbeh (Jordan) and Majed Hasanat (Jordan)

17:10 - 17:30  Panel Discussion

19:00 - 21:00  Dinner in Heimelich
End of Day 2, Presentation of Schedule for Day 3

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**14th April 2017**
Venue: Zentrales Hörsaalgebäude (ZHGU), BTU

09:00 - 10:00  Administrative Meeting of DAAD Funded Participants (ZHGU/SR 3)