

Join the conversation

Sponsorship opportunities

Interpret Europe web conference “Recreating tourism through heritage interpretation” 1-4 October 2021

Given increasing concern about the climate crisis and its consequences coupled with reduced mobility due to the global Covid-19 pandemic, promoting ever more sustainable forms of tourism as part of a new direction seems more important than ever. As a key player in shaping more responsible and sustainable forms of tourism, we'd be delighted to secure your support for our conference which offers great brand exposure to directly reach a Europe-wide professional heritage and tourism community committed to your cause.

The conference in a nutshell

Under the theme of **Recreating tourism through heritage interpretation** we will explore and showcase how pairing sustainable tourism principles with the interpretative approach can connect people with their natural and cultural heritage on a personal level, to provide truly **unique, meaningful visitor experiences** that **benefit the service chain and local communities** too.

Seeking sponsors: A chance to promote AND participate

We don't just want your logo, we'd like to hear your voice too! So, as an IE conference sponsor you can not only **advertise your role and product** in responsible and sustainable tourism but also **share your experience, the realities and your vision**, in panel discussion and virtual coffee table exchanges with tourism and interpretation professionals from different backgrounds.

Together with your efforts to spearhead sustainable, responsible tourism, the interpretive approach complements both these and injects the added dimension of **meaningfulness**, which combined generates a sense of **purpose** that people increasingly look for.

That's why we are looking for your support to be “part of the conversation”, **bringing added value** to the whole conference experience with the chance to **connect with future partners and clients**. Meanwhile, your financial contribution will also help us keep **conference fees at an affordable level for all**, while providing a professional service.

Conference reach

The online conference will attract professionals from the whole Europe and overseas, from tourism and heritage community, including **tourism boards, tourism agencies and professional guides, public institutions, heritage managers, planning and design companies, museum curators, academics and researchers**. However, many more will watch the session recordings later and our entire interpretation community along with European

stakeholders from tourism and heritage will get in touch with the event’s communication materials and channels.

The conference programme includes keynote speakers, practical workshops, lively debate and discussions and networking opportunities, all designed around the goal of unlocking the full potential of closer cooperation between our network of heritage interpretation professionals and the tourism industry.

Several sessions, including the session with sponsors, will be open to general public, by which we want to even more widen your outreach.

Sponsorship packages

Choice of three sponsorship packages:

	Supporter €500	Partner €900	Patron €2,000
Logo on all conference communication	✓	✓	✓
Visibility in our online conference lobby area	✓	✓	✓
Special session where you will present your corporate responsibility and contribution to sustainability in tourism	✓	✓	✓
Two tickets for the conference (lasting four days) for your employees		✓	✓
Exclusive promotional post in our social media (FB, Twitter, LinkedIn)		✓	✓
Headline sponsorship appearance			✓
Promotional film (max 3 min) on one of the conference days.			✓
A special feature in our quarterly newsletter (more than 800 recipients plus free access to the article on the web and social media), .			✓

We are happy to discuss other levels of partnership and adapt it to your needs. Just get in touch with market@interpreteuropeconference.net

About us

Interpret Europe, the European Association for Heritage Interpretation, is a non-profit association that was formally established in 2010. It has more than 1,000 members in over 55 countries, including individual heritage professionals, private businesses and public institutions, all working to develop, manage, promote and safeguard natural and cultural heritage in a ways that visitors can clearly relate to.

Our mission

“Empowering all who inspire meaningful connections with Europe’s natural and cultural heritage to shape our common future”.

Our vision

By 2030, heritage interpretation will be established as the generally-accepted and professional approach to creating public understanding and appreciation of natural and cultural heritage throughout Europe. With inclusive dialogue and other interpretive methods, we involve people in meaningful activities and develop critical thinking about our common future in order to help meet some of Europe’s critical social challenges.

Our values

Heritage and humanity: We promote shared, universal values of sustainability, diversity, inclusiveness, solidarity, active citizenship and tolerance that we believe are key to our common future in Europe. We strive to ensure these values embody our work and nurture our shared heritage to be accessible and enjoyable to all to learn from the past, reflect on the present and consider our future. Heritage grounds us, expands our horizons, minds and hearts.

Our structural goals

- To anchor heritage interpretation at international, national and regional levels primarily through our training programme but also conferences and events
- To grow a solid membership that not only benefits from our services and products but also actively contributes to developing and advancing the association
- To be financially self-sufficient as a result of the relevance of our actions to foster heritage interpretation to public, private and independent heritage stakeholders.