

International Congress

ALENTEJO

Património do Tempo

Heritage of Time

Portalegre, 15 - 16 Abril, 2011

Centro de Artes do Espectáculo de Portalegre

Turismo do Alentejo, E.R.T.

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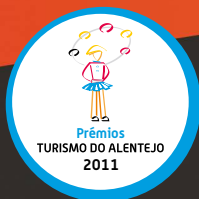
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Friday, 15th April

- 10.30** Opening Session
- President of Turismo do Alentejo, E.R.T., *António Ceia da Silva*
 - Mayor of Portalegre, *José Fernando da Mata Cáceres*
 - Secretary of State for Tourism, *Bernardo Trindade*
- 11.00** Panel 1
Topic: The enjoyment of the Heritage in Portugal: the state of the Art
Constraints to the development of the sector (professions, properties, players) and opportunities in the near future (products, events, facilities).
- Turismo de Portugal, *President, Luís Patrão*
 - IGESPAR, [Institute for the Management of the Architectonic and Archaeological Heritage]*
 - União das Misericórdias Portuguesas, [Union of Portuguese Public Social Welfare Institutions], *President, Manuel Lemos*
 - Secretariado Nacional para os Bens Culturais da Igreja, [National Secretariat for the Cultural Assets of the Church], *Director, Sandra Costa Saldanha*
 - Associação Portuguesa de Municípios com Centro Histórico, [Association of Portuguese Municipalities with Historic Centres], *President, Francisco Lopes*
- 12.30** Debate
Moderator: Ruben Obadia, Director of Publituris
- 13.00** Free lunch time
- 14.30** Panel 2
Topic: From Resources to Products
From Inherited resources to Thematic heritage and Thematic entertainment, culminating in new forms of heritage management.
- Departamento do Património Histórico e Artístico de Beja, *Director, José António Falcão*
 - Fundação Robinson, *Scientific Coordinator, António Camões Gouveia*
 - Festival Islâmico de Mértola, *Executive-Director Merturis, Rosinda Pimenta*
 - Confcultura - Associazione degli operatori ai servizi museali, Itàlia, *Secretary-general, Gaetano Mercadante*
- 16.15** Debate
Moderator: Alexandra Carita, Expresso Newspaper
- 16.45** Coffee-break
- 17.00** Panel 3
Topic: Artistic Creation
Contemporary artistic creation as a means to revitalise the heritage: contemporary art, traditional art.
- Festival Escrita na Paisagem, *Director, José Alberto Ferreira*
 - Oficinas do Convento, *President, Tiago Fróis*
 - Spark - Arts Consulting, *General Director, Matilde Almeida*
 - Le Lieu Unique, *Projet Estuaire, Project Coordinator, Astrid Gingembre (*)*
- 18.20** Debate
Moderator: Graça Costa Pereira, SIC Cultura
- 20.30** Congress Official Dinner
Turismo do Alentejo Awards Ceremony 2011



Saturday, 16th April

- 9.30** Panel 4
Topic: Cultural Branding and Operationalisation
How to create a national brand, a council's brand, a regional brand.
- Jordan Tourism Board *
 - Destination Branding, *Welsh Centre for Tourism Research, UWIC, Director, Annette Pritchard*
 - Rota do Fresco, *Spira Lda e IHA/FCSH-UNL, Catarina Valença Gonçalves*
 - Óbidos Património, *Miguel Silvestre, Deputy Mayor of Óbidos*
- 11.15** Coffee-break
- 11.40** Elvas application for World Heritage, *Councillor of Elvas Municipality, Elsa Grilo*
- 12.20** Debate
Moderator: Paulo Neves, Rádio Renascença
- 13.00** Free lunch time
- 14.30** Panel 5
Topic: Touristic-Cultural Marketing
How to sell heritage: possible product formats, involved players, difficulties of the product / region in terms of Cultural Touring.
- Convento do Espinho, *Director, Dinis Pires*
 - Be Portuguese for One Day, *General Director, António Carmona e Costa*
 - Agência Abreu, *General Director, Diamantino Pereira*
 - CisterTour, *Thematic Groups Director, Heitor Ribeiro*
- 16.00** Coffee-break
- 16.20** Closing Session
All Heritage: National Trust, Reino Unido, National Trust's Garden Historian, *Richard Wheeler*
- 17.20** Debate Panel 5 and Closing Session
Teresa Ferreira, Director, Dinamization Department, Turismo de Portugal
- 18.00** Conclusions and Closing Remarks
- Secretary of State for Culture, *Elísio Summavielle*
 - President of Turismo do Alentejo, E.R.T., *António Ceia da Silva*

(*) Speaker to be confirmed



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