

AIA practical workshop – Speaking up for Industrial Archaeology (23rd April 2016)

OUTLINE PROGRAMME

Venue: G F Williams Room, The Long Warehouse, Museum of Iron, Coalbrookdale

10.00 – 10.15: Arrive and registration

10.15 – 10.20: Introduction (Mike Nevell, AIA)

10.20 – 11.30: *Session one – what are the current challenges facing industrial archaeology, and why is speaking up for industrial archaeology at a local level more important now than ever?*

11.30 – 11.50: Coffee

11.50 – 12.30: Practical session on local planning and advocacy (Rob Lennox, Council for British Archaeology)

12.30 – 13.10: Lunch

13.10 – 14.20: *Session two – what can local groups do to help support and protect industrial archaeology in their local area?*

14:20 – 15.00: Practical session: The Message and the Medium - Practical Social Marketing and Social Media Approaches (John Batchelor, Williamson Joyce Research Ltd.)

15.00 – 15.25: Coffee

15.25 – 15.45: Panel discussion (chaired by Mike Nevell)

What is local advocacy? Why is it needed and does it work? What are the challenges? What other support is needed? What more can organisations like the AIA do to help?

15:45 – 16.15: Final questions, feedback and summing up