

# GEM

We connect &  
learn together

## GEM Course, in partnership with AHI: *Heritage Interpretation 2023*

If you want to develop your understanding and application of interpretive good practice, then this course is for you!

### What will you gain?

Freeman Tilden, the “Father of Interpretation” believed that interpretation is an art, but one which can be taught. We will share the skills of this “art” and explore Tilden’s other principles of interpretation through hands-on learning. You will discover the background and context for interpretive theory and be supported to put it into practice in a meaningful way.

*“It’s been really helpful to have a framework to work within and to gain a better understanding of the principles that lie behind good interpretation”*

### Who is it for?

This course is aimed at mid-career professionals with responsibility for planning, delivering or managing learning programmes across the heritage sector. It is most suited to those already involved in interpretation in their organisation, especially those looking for ways to improve or build upon their practice.

### Who runs the course?

Sarah Oswald is a creative coach with over 20 years’ experience in heritage interpretation, which she shares as the course director for *Heritage Interpretation*. She has worked in consultancy, on projects large and small, and in community heritage and loves to use that experience to help coach, mentor and train others in the sector.

### When & where is it?

This virtual course will take place over 6-weeks and will be run online through a series of virtual lectures, ‘at home’ activities, and participatory discussion. Participants are highly encouraged to take part in the live lectures, but there will also be a possibility to engage with the recorded sessions afterwards.

The course will be a mix of discussion and sharing of perspectives and experiences, practical working individually and in small online groups and some presentation of theory by the course director.

**NEW for 2022:** Heritage Interpretation will be hosted on GEM’s new [Online Learning Platform](#), creating a secure space for students to access course content forever.

**The course will run on Thursdays from 2 November to 7 December 2023, 10:00-12:00.**

### Course fee

It is **£150** for GEM and AHI members and **£190** for non-members.

### How to apply?

To apply for this course, please reserve your space [here](#).

### Got a question?

Check out the FAQs below or phone us on 01634 816280.

Developed in partnership with...



## FAQs

- What are GEM's courses?
- Who is the course for?
- What are the benefits and what will I gain?
- When & where is the course taking place?
- Who runs the course?
- How many participants will be on the course?
- Course fee?
- How to apply?
- Got a question?

### **How was Heritage Interpretation developed?**

*Heritage Interpretation* was developed in partnership with the Association for Heritage Interpretation (AHI). It was developed in line with GEM's core competencies, which were produced in 2015 through consultation with experts in the sector, and the AHI core competencies, which were produced as part of the InHerit project working across Europe.

### **Who is the course for?**

If you want to develop your understanding and application of interpretive good practice, then this course is for you. This course is aimed at mid-career professionals with responsibility for planning, delivering or managing learning programmes across the museums and heritage sector. It is most suited to those already involved in interpretation in their organisation, especially those looking for ways to improve or build upon their practice.

### **What are the benefits and what will I gain?**

Heritage Interpretation will provide practitioners who already have some knowledge or experience of interpretation with the opportunity to develop their understanding and application of interpretive good practice. Participants will share skills and explore the principles of interpretation through hands-on learning. The course will explore the background and context for interpretive theory and support participants in putting it into practice in a meaningful way.

During the course participants will have the opportunity to:

- Work in small, passionate peer groups to apply theory in practice.
- Develop understanding and skills using virtual museum tools.
- Network and work with others at a similar stage in their careers.
- Explore virtual learning and digital networking skills.
- Evidence professional development against GEM and AHI's competencies.
- Have some fun with practical applications of theory.

By the end of the course participants will:

- Have an understanding of how to prepare an interpretive plan.
- Appreciate and be able to apply the theory that underpins interpretation.
- Have produced an interpretive plan.
- Upon completion, participants will be awarded a certificate of achievement.

### **When & where is the course taking place?**

This virtual course will take place over 6-weeks and will be run online through a series of virtual lectures, 'at home' activities, and participatory discussion. Participants are highly encouraged to take part in the live lectures, but there will also be a possibility to engage with the recorded sessions afterwards. The course will be a mix of discussion and sharing of perspectives and experiences, practical working individually and in small online groups and some presentation of theory by the course director. This will include:

- A pre-workshop activity and online conversation before the workshop.
- 6 weeks of virtual lectures with live and recorded options.
- A post-workshop activity and online conversations.
- An assessed piece of work to show that you have achieved the competencies

### **Who runs the course?**

Sarah Oswald is a creative coach with over 20 years' experience in heritage interpretation, which she shares as the course director for *Heritage Interpretation*. She has worked in consultancy, on projects large and small, and in community heritage and loves to use that experience to help coach, mentor and train others in the sector. Sarah is director of The Authentic Spark; providing coaching, training, facilitation and interpretive scripting in the heritage sector. She works to help people find their "spark" of creativity.

### **How many participants will be on the course?**

The course is for a minimum of 10 and a maximum of 25 participants. Places are limited so that each participant may benefit from personal guidance of the course director.

*Please note, we would normally not run the course if there are fewer than 10 participants who book, in the event of a course cancellation all paid bookings will be entitled to full refunds.*

### **Course fee?**

The course fee is £150 for GEM and AHI members , and £190 for non-members.  
*The course fee must be paid in full at least one week before the course begins.*

### **How to apply?**

To apply for this course please visit [GEM's Online Learning Platform](#).

**Got a question?**

If you have a question that hasn't been answered here, please contact the GEM Office at [office@gem.org.uk](mailto:office@gem.org.uk)

