ESACH Talks: Communicating Culture



The sixth ESACH Talk, will be centered on communicating culture, with focus on innovative perspectives on the following topics:

- Marketing and branding cultural heritage
- Youth and community outreach and engagement
- Storytelling methods
- Communicating uncomfortable history and heritage
- The relationship between communication, education, and action
- Communicating across cultures
- Audience analysis and engagement for effective communication
- Media consumption and heritage
- The power of public relations in cultural matters

ESACH Talks are interactive, fast-paced events that provide a platform for sharing knowledge amongst students and young professionals working within cultural heritage studies. To make things more interesting, each presentation lasts five minutes and must be accompanied by a slide presentation.
ESACH Talk has a length of 45 minutes and includes presentations by ESACH students and young professionals, as well as some time for discussions and comments. Attendance is open to everybody, not just ESACH Members!
The meeting are organized in partnership with Europa Nostra.

ESACH, ?The European Students' Association for Cultural Heritage?, is a youth-led network of students and young professionals within cultural heritage based on the principles of interdisciplinarity and peer-to-peer learning. It was established in 2017, on the occasion of the European Year of Cultural Heritage 2018, to highlight the perspective of the younger generations regarding cultural issues of European and national importance. ESACH aims to establish a mutual exchange of knowledge and experience beyond geopolitical boundaries, through collaborations with cultural institutions and an increased involvement of students, young professionals and future decision-makers.

On January 2021, in cooperation and with the communication support of the **European Heritage Tribune,** the independent digital news platform for the European heritage community, it was launched **the ESACH blog written by ESACH members to share young people's perspectives on cultural heritage.** The first blog posts were written by the speakers of the ESACH Talks.

More information about ESACH talk 18 March 2021 here
ESACH website
ESACH Blog
EHT website