



Immersive Storytelling Driven Cooperation
for Cultural Heritage Dissemination
in Western Balkans

WP4: Creating new cultural experiences using immersive storytelling

4.3 IMMERSIUM Heritage Field Schools

“Immersive Storytelling for new Cultural Experiences”

PROGRAM

Location 1: Archaeological Site Stobi, Republic of North Macedonia

Dates: 29 August- 04 September 2022

Location 2: Archaeological park Viminacium, Serbia

Dates: 27 September- 04 October 2022

Location 3: Archaeological park Emona, Slovenia

Dates: 20-27 September 2022

Participants:

10 persons per site (cultural and creative sector, media & marketing)

7 days- 6 nights

July 2022

Coordinator



Partners



This project is funded by
the European Union





Day 1: Arrivals	
before 19.00	Arrivals
19.00-20.00	Registration of the participants – welcome packages
20.00 - 22.00	Traditional welcome dinner
Day 2: Park/Site Lectures & Presentations	
08.30 - 10.00	Breakfast
10.00 – 11.30	Introduction and orientation panel - Presentation of the Archaeological park/site - Presentation of the BHF and Heritage Field School program - Presentation of the Immersium project - Getting to know each other- ice breaker
11.30 – 12.00	Coffee break
12.00 – 13.30	Lecture 1. Site History in Roman and Late Roman period
13.30 - 16.00	Lunch break and free time
16.00 - 19.00	Archaeological park/ site presentation
20.00 - 21.00	Dinner
Day 3: Immersive cultural experiences Lectures	
07.50 - 09.00	Breakfast
09.00 – 11.00	Lecture 2: Applying immersive technologies for new cultural experiences at heritage destinations.
11.00 – 11.30	Coffee break
11.30 – 13.30	Lecture 3: Immersive cultural experiences- Best cases from around the World
13.30 – 16.00	Lunch break and free time
16.00 - 17.30	Lecture 3: Branding and Promotion of Cultural Heritage
17:30-18:00	Coffee break
18:00- 19:00	Open discussion
20.00 - 21.00	Dinner
Day 4: Immersium App Presentation and Workshop	
08:30 - 10.00	Breakfast
10.00 - 11:30	Presentation 1. Immersium app- self-guided interactive digital tool for unique cultural experience trough exploring, learning and entertaining at the heritage destination
11.00- 11.30	Coffer break
11.30-13.30	Immersium App testing on site/park
13.30 - 16.00	Lunch break and free time
16.00 - 17.30	Workshop 1. Developing new visitor tours- using Immersium APP



	<ul style="list-style-type: none"> - work in teams · App feedback from participants · Suggested changes/ improvements · Visitor tours · Tours promotion
17.30-18.00	Coffee break
18.00-19.00	Presentation session <ul style="list-style-type: none"> · teams presentation of developed tours
20.00 - 21.00	Dinner
Day 5: Immersive Storytelling Hackathon	
08.30 - 10.00	Breakfast
10.00 - 11.30	Session 1: Story concept <ul style="list-style-type: none"> - work in teams
11.30- 12.00	Coffee break
12.00- 13.30	Session 2: Story interaction <ul style="list-style-type: none"> - work in teams
13.30 - 16.00	Lunch break and free time
16.00 - 17.30	Session 3: Story presentation <ul style="list-style-type: none"> - work in teams
17.30- 18.00	Coffee break
18.00-19.00	Presentations <ul style="list-style-type: none"> - teams presentation
20.00 - 21.00	Dinner
Day 6: Cultural visit	
07.00 - 08.00	Breakfast
08.15-	Departure (organized transport)
11.00-13.00	Cultural visit
13.00 - 17.00	Lunch and free time
17.15-	Departure (organized transport)
20.00 - 23.00	Farewell Dinner
Day 7: Departures	
07.00-10.00	Breakfast
10.00-	Departures