

West Coast Heritage Forum
Saturday 11th September, Shantytown, 10am – 4pm

“How to build a strong web presence on a shoestring”

Note: While this forum is organised by Heritage West Coast and the West Coast ICT Uptake Project and targeted towards heritage groups and cultural tourism, the content is suited to a much wider audience. Given the caliber of the presenters, we encourage anyone interested to attend. This is a public forum.

Guest Presenters:

Lucie Paterson, Communications Officer, Te Papa National Services Te Paerangi
Lewis Brown, Senior Advisor, Digital NZ, National Library

Forum Content

Lucie and Lewis are both in leading roles in social media and digitization in two of New Zealand’s national heritage organisations. They will share their experiences and show us examples of how to benefit from social media and how it all works. We are also planning to put our heritage attractions into this arena at the forum and try some “hands on” examples. Lewis will show us how to build a West Coast heritage group on Flickr put the photos you bring on your sites, collections and attractions on-line and show you how these can be used to create a presence without even needing to develop a website. We will also look at how to develop the Heritage West Coast blog site and get the most value from putting our content on the internet. Protocols for putting content on the internet will also be covered.

While the theme for the forum is on digital media general topics coming from the forum will also be discussed. Funding for heritage sites has been raised. No doubt there will also be others.

About the Presenters:

Lucie is responsible for all online and offline communications that come out of National Services Te Paerangi. She looks after the NSTP website, profiles on Facebook, Twitter, YouTube and Flickr. Lucie is also responsible for the development of NSTP resources, publications and e-newsletters.

Lewis is the editor and primary writer of the Make it Digital guides provided by Digital New Zealand as part of the National Library’s role for digital content creation. He has a particularly interest in copyright and digitization issues in the cultural heritage sectors.

What to bring:

Laptop -If you have an internet capable laptop please bring it – we will have a number available for those who don’t have one.

Photos – Photos of your heritage attraction - old and current day. It would be great if they are on a memory stick but if not that’s fine. We will have cameras and scanners available.

Lunch -BYO lunch or purchase at Shantytown

RSVP Essential

Please RSVP asap to jgurden@xtra.co.nz or phone 03 768 5444wk.

This forum is being held in conjunction with the West Coast ICT Uptake Project.

