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*Getting the message across: interpreting World Heritage values for multiple audiences*

Properties inscribed on the World Heritage List, such as the Moravian Church Settlements in Bethlehem, Gracehill, Christiansfeld and Herrnhut, are celebrated by UNESCO because of their 'Outstanding Universal Value' or OUV. However, these three words can encapsulate a wide variety of issues and themes, some of which may be relatively clear to all but others of which may seem esoteric to the lay-person. Amongst the obligations UNESCO requires from property managers is the need to communicate OUV to a range of audiences. Drawing on examples from around the globe, this presentation will explore some of the strategies that world heritage managers and their partners can adopt to not just keep UNESCO happy, but to entertain and enrich the experiences of site visitors of all ages, backgrounds and interests.