Making Heritage Fun
Ajay Reddy, GoUNESCO

How does one get a person interested in heritage? How can the internet and all pervasive digital media be used to encourage awareness of heritage? How can we make use of technology to build scalable methods of outreach? Ajay Reddy speaks about his experiences with GoUNESCO, an initiative he started in 2012 and which is now supported by UNESCO New Delhi.

The talk will also discuss using lean methodologies and techniques used by startups to amplify reach and improve effectiveness of campaigns. He will also discuss the differences between online and offline activations, their effectiveness and relate them to his experience in promoting heritage awareness and advocacy.

Thursday 14th May, 5pm
Lecture Room 3 | Arts Building
University of Birmingham

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