



مركز تدريب وتعليم التراث الثقافى
Cultural-Heritage Training and Education Center (Cult-HeEd)

<http://Cult-heEd.helwan.edu.eg>

Register Now!

Upcoming Webinar 1 on February 27th, 2021

Cult-HeEd **webinars** address a wide range of topics, emerging issues and best practices **in the Heritage and Museum fields**. All webinars are coordinated by highly qualified academic staff, consultants, and specialists in the respective fields and address to students and researchers of undergraduate and postgraduate heritage programs; employees at cultural and heritage organizations; university and school teaching staff; and the public at large.

Cult-HeEd Webinars are Presented in Partnership with the:

- 1- Egyptian Ministry of Tourism & Antiquities: The Administration of Cultural Development and Community Engagement, Minister's Office.*
- 2- The Egyptian Heritage Rescue Foundation EHRF.*

You must register for each webinar/workshop you wish to attend

To register, interested people are kindly requested to fill a registration form

(registration deadline is 48 hours prior to each event)

For any queries and/or further details kindly contact

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and Education Center "Cult-HeEd" at:
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Webinar 1

Re-Imaging Museums and Heritage Sites for the Future: Identifying Key Challenges and Priorities during and in the Aftermath of COVID-19 Pandemic.

Date: Saturday, Feb 27th

Duration: 3 Hours (10:00 – 13:00)

Join us for an eight-part series of virtual talks that focuses on insights from COVID-19 pandemic unprecedented impact on museums and heritage sites operation, visitor behavior and content consumption, with the aim of helping institutions and individuals in Egypt currently navigating periods of transition caused by the COVID-19 pandemic. To respond to the challenges of Covid-19 pandemic, museums and heritage Sites must adopt new innovative models, and until there is a complete global recovery, there is a need to change their conventional interpretation and communication approaches. Virtual programs are now essential for maintaining audiences confined to their homes. Collection-rich museums should implement virtual tours and educational online activities to highlight masterpieces or small groups of works from their rich collections.

This webinar addresses the impact of the current COVID-19 crisis on museums and heritage sites and the measures taken to mitigate and comply with it. It discusses museums readiness to implement the safe measures as well as the ongoing efforts to develop and launch digital offerings, such as virtual exhibitions and tours, online workshops, educational resources etc., in order to stay connected with their audiences and maintain a top-of-mind brand awareness.

10:00 -10:15

Webinar's Opening and Welcome Note

10:15 -11:15

Session One: General Directors of Egyptian



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Museums and Heritage Sites

Talk 1: The Egyptian Museum & COVID-19 Crisis: Sharing Information on How the Egyptian Museum is Coping with COVID-19 Crisis and Proposing Innovative Ideas that Could Inspire the Egyptian Community in this Difficult and Uncertain Time.

Dr. Sabah Abdelrazek



General Director of the Egyptian Museum

Mail: sabahsaddik@gmail.com

Tel: [+201067545869](tel:+201067545869)

Talk 2 The Role of Rashid National Museum in Enhancing Community Engagement and Overcoming Social Isolation with its Rich Cultural and Educative Contents



Dr. Saeed Saad Rakha

General Director of Rashid National Museum

Mail: kingsaeedsaad76@gmail.com

Tel: [+01003656111](tel:+01003656111)

Talk 3 The Social and Educational Role of Museums in Promoting Heritage Under Strict Anti-Corona Virus Measures at Saqqara



Dr. Mamdouh Farouk

Director of the Imhotep Museum at Saqqara Necropolis Complex

Mail: Avenger201@yahoo.com

Tel: [+21005793362](tel:+21005793362)



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Talk 4: Baron Empain's Palace and Initiatives Undertaken in Response to COVID-19



Ms. Basma Selim
Director of Baron Empain's Palace Museum
Mail: Basmaselim81@gmail.com
Tel: [+21064505677](tel:+21064505677)

11:15 – 11:30 General Discussion

11:30 -12:30 Session Two: University Academic Staff and Consultants

Talk 5: University-Museums and Heritage Sites Partnerships: Maximizing the Potential for Universities, Museums and Heritage Sites to Work Together to Mutually Beneficial Aims with Lasting Societal Impact.

Prof. Rasha Metawi



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**Talk 6: Be connected: Marketing in The Digital Age
How to Build and Maintain Customer Relationship through the Digital
Activities: General Aspects, Challenges, and Keys to Success.**



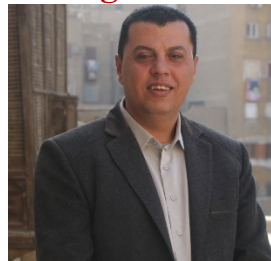
Prof. Dalia Soliman
Former Vice Dean for Community Service and Environment
Development – Faculty of Tourism and Hotel Management–
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Tel: +201004986270

**Talk 7: Heritage Sites and Museums' Community Outreach Activities during
COVID-19 Pandemic: Keep Your Visitors Connected!**



Dr. Mohamed Nabil Arafa
Visitors' Experience Senior Manager at Diriyah Gate
Developing Authority
Head of Training at PMEC Egypt
Lecturer at Laureate International Universities Saudi
Mail: Arafa.mohamed.nabil@gmail.com
Tel: +966561676494

**Talk 8: Implementing and maintaining the safe measures at Heritage Sites
During a Pandemic**



Dr. Abdel Hameed Salah
Chairman of the Egyptian Heritage Rescue Foundation;
Manager of the Risk Assessment Unit in Disaster Risk
management Department at the Ministry of Tourism and
Antiquities (the minister office); General Director of the
Arabian-German Union for Conservation of Art and Antiquities.

12:30 – 12: 45 General Discussion

12:45 – 13:00 Webinar's Closing Note and Recommendations