

**Third Caribbean Conference of
National Trusts and Preservation Societies**
November 16 – 18, 2017
Renaissance Curaçao Resort & Casino
Willemstad, Curaçao

Wednesday, November 15th

7:00 – 9:00pm Informal Welcome Reception by the Renaissance Pool
Opportunity to register for the conference upon entering the reception

Thursday, November 16th

7:00 – 8:30am Registration at the Atrium Meeting Room

8:30 – 10:00am **Welcome Remarks & Official Opening**
~ Gustavo Araoz | Keynote – ICOMOS in the Caribbean

10:00 – 11:00am **Introducing Willemstad UNESCO World Heritage**
~ Michael A. Newton | Willemstad World Heritage City
~ Dimitri Cloose | History of Willemstad's Harbor

11:00am – 2:00pm **City Trip Part 1 – Willemstad Harbor Tour by boat (incl. lunch)**
Gather in the lobby. Please wear comfortable shoes, light clothing and sun protection. A bottle of water will be provided upon departure.

2:00 – 5:00pm **Underwater Heritage & Archeology Sessions**
~ Peggy Leshikar – Denton | Keynote – Caribbean Underwater Cultural Heritage: Past, Present & Future
~ Amy Victorina | Archeology of Historic Willemstad
~ Oshane Robinson | The Story of Port Royal

After these sessions there will be time for Q & A with the speakers

5:30 – 7:30pm **Welcome Reception at the Governor's Palace in Fort Amsterdam**
There will be a short guided walk to the location.
Dress code is business casual.

Friday, November 17th

8:00am – 12:00pm **Branding & Marketing Heritage Sessions**
~ Vincent Vanderpool – Wallace | Keynote – Branding and marketing heritage
~ Sheron Johnson | Heritage Sustainability: A Marketing Approach in Barbados
~ Annefleur Siebinga | Making Heritage Matter
~ Alen Hadziefendic | Youth as Key Factor in Marketing and Branding of the UNESCO World Heritage and Sustainable Tourism
~ Peter Chandler | Creating Your Unique Selling Proposition
~ Vincent Jacot | Remember the Alamo! Building Heritage from a Neglected Space

After these sessions there will be time for Q & A with the speakers

- 12:00 – 1:45pm Lunch at the Renaissance with Poster Presentations
- 1:45 – 5:00pm **Financing Heritage Preservation Sessions**
 ~ Michael de Sola | Keynote – Financing Heritage
 ~ R.O.B. (Rob) van der Bergh – The rise of Pietermaai
 ~ Bharat Bhojwani | Heritage Real Estate Fund
 ~ Terence Suthers | Money Follows Ideas – Contemporary Approaches to Success in Funding Heritage Preservation
 ~ Anne Witsenburg | Financing Heritage Conservation in Aruba
 ~ Celia Toppin | Enhancing the Development of a Heritage Community in the Caribbean
- After the sessions there will be time for Q & A with the speakers*
- 5:00 – 8:30pm Cocktail Party at Fort Nassau Terrace with Amazing Island View
The buses will depart from the lobby at 5:10pm for a short city tour followed by the cocktail reception. Dress code is casual.

Saturday, November 18th

- 8:00– 10:00am City Trip Part 2 – Walking Tour Otrobanda
Gather in the lobby. Please wear comfortable shoes, light clothing and sun protection. A bottle of water will be provided upon departure.
- 10:00am – 12:00pm **Adaptive Reuse of Heritage Sessions**
 ~ Arno Boon | Keynote – Adaptive Reuse
 ~ Sir Henry Fraser | A Success Story of Historic Preservation and Adaptive Reuse in Barbados
 ~ Marcel Dennert | Adaptive Reuse: A matter of Agility
- After these sessions there will be time for Q & A with the speakers*
- 12:00 – 2:00pm Lunch at the Renaissance with different speakers
- 2:00 – 4:00pm **Adaptive Reuse of Heritage Sessions - Continued**
 ~ Victor Marin | Keynote – Cuban Examples of Adaptive Reuse
 ~ Nirvana Persaud | Adaptive Reuse for Sustainable Heritage Preservation
- After the sessions there will be time for Q & A with the speakers*
- 4:00 – 5:00pm **Closing Remarks**
- 5:45 – 9:00pm Interactive Walking Dinner in the lively Pietermaai District
The buses will depart from the lobby at 5:45pm for a fun night in a historical district. Dress code is casual.

Sunday, November 19th

Optional tour to the western part of Curaçao