



Photographs: 1. Harris: Patricia and Angus Macdonald/SNH; 2. Elgol, Skye: Lorne Gill/SNH; 3. Glencoul, NW Highland Geopark: Lorne Gill; 4. Ardnamurchan, Patricia and Angus Macdonald; 5. Ben Nevis: Lochaber Geopark, Loraine Servant

## Written in stone: Interpreting special landscapes

**20<sup>th</sup> November 2008, Fort William**

**Purpose:** Words and images can make powerful connections between people and the places they visit. But getting them to work well is a real craft, especially when you're dealing with complex subjects like geology or conservation. This event is designed to give you the skills and confidence to create really effective publications and displays.

**Who is it for?** Enthusiasts involved in promoting and interpreting Scotland's landscapes: Countryside Rangers, geologists and landscape conservationists.

**Content:** This practical workshop is designed for people who want to promote Scotland's landscapes, and help people enjoy and understand them. With interpretation expert James Carter and landscape artist Janet Swailes we will explore good practice in deciding who we are writing for, what we want to say, and how to make our messages interesting and revealing.

During the day we will look at the importance of concise, accessible text, how to write text that evokes a real response in your readers, and how to use illustrations and visual material effectively.

The event will include group discussions, information from experts in the field, and practical exercises with feedback from tutors.

**By the end of the day, you will:**

- understand the principles of good interpretive writing;
- appreciate the power of illustrations in interpretation;
- know how to use illustrations and design effectively;
- have greater confidence in approaching a range of writing tasks;
- have practised techniques for making interpretation really effective.

**Times:** Start - 10:00 (coffee and registration at 09:30)  
Finish - 16:00

**Venue:** Alexandra Hotel, The Parade, Fort William, PH33 6AZ

**Tel:** 01397 702241

**Organisers:** SNH in association with Lochaber Geopark

**Cost:** £55. Lunch & refreshments will be provided.

**Booking:** Please complete the form below and return it to Suzanne Kilbane, Scottish Natural Heritage

**I/we wish to attend Written in stone on 20 November in Fort William**

<b>Name(s)</b>			<b>Job Title(s)</b>	
<b>Organisation</b>				
<b>Address</b>			<b>Post Code</b>	
<b>Telephone</b>			<b>Email</b>	
<b>Sector</b>	Education <input type="checkbox"/>	Business <input type="checkbox"/>	Statutory/Govt. Funded <input type="checkbox"/>	
	Voluntary <input type="checkbox"/>	Local Authority <input type="checkbox"/>	Other <input type="checkbox"/> If other, please state:	
<b>Dietary/Special Needs</b>				
<b>Payment</b>	Enclosed is a cheque for <b>£</b>		OR: Please send an invoice <input type="checkbox"/>	
	50% concession if status is:	Student <input type="checkbox"/>	Senior citizen <input type="checkbox"/>	Volunteer <input type="checkbox"/>
<b>Please note that we cannot refund your payment if you cancel your place with less than 48 hours notice.</b>				
<b>To encourage car-share, we will circulate your email address to registered participants. Is this acceptable to you?</b>			Yes <input type="checkbox"/>	No <input type="checkbox"/>
<b>If you answered 'Yes' to the above question, please state your departure point on the day of the event. This information will be included in the course information for the benefit of other delegates</b>				

If you would like to receive information about similar events being run in the future (including events being delivered by partner organisations) please tick here   
We will not under any circumstances pass your details on to a third party.

**Please return your completed form to:**

Suzanne Kilbane, Scottish Natural Heritage, Battleby, Redgorton, Perth, PH1 3EW  
Email: [suzanne.kilbane@snh.gov.uk](mailto:suzanne.kilbane@snh.gov.uk) Tel: 01738 458555 Fax: 01738 458612