



## CALL FOR PAPERS

This year's conference of the Association of Significant Cemeteries of Europe (ASCE) has the theme *Cemetourism: Cemeteries with stories to tell*. It will take a practical rather than historical approach to significant cemeteries, looking at questions of '**how**'.

- How can cemeteries communicate their cultural importance to the public?
- How can cemeteries establish why are they important, and to whom?
- How can cemeteries engage with visitors and potential visitors?
- How best can cemeteries share their understanding of their cultural value?
- How can cemeteries enrich the visitor experience?
- How can cemeteries do all this while respecting their primary purpose as places of burial?

We are seeking speakers with practical knowledge or experience who can communicate well to a broad international audience.

### 1. CONFERENCE DATES AND VENUE

Thursday 11 and Friday 12 November 2021. Online, via Zoom.

Organised by the Friends of Highgate Cemetery Trust for ASCE.

### 2. CONFERENCE THEMES

Papers are invited along the following themes:

- Understanding the cultural significance of cemeteries
- Developing the unique story of your cemetery
- Wayfinding: helping visitors navigate to the parts that matter
- Cemetery museums: complementing the outdoor experience
- Cultural programming in cemeteries
- Working with tourism promotion agencies
- Reconciling tourism with burial activities

### 3. CONFERENCE PAPERS

Papers should last *no longer than 25 minutes*, excluding questions. The conference language is English. You will need to be able to present online to participate.

### 4. PROPOSALS

Please submit an **abstract** of *no more than 300 words* summarising your intended paper no later than **Friday 9 July 2021**. Please go to [www.cemetourism.net](http://www.cemetourism.net) to submit your abstract online. Successful contributors will be notified by 26 July 2021. Conference bookings will open on 1 September 2021.

### 5. EDITORIAL BOARD

Ian Dungavell, John Moffatt, Andreea Pop, Ioanna Paraskevopoulou

### 6. FURTHER INFORMATION

Please email [2021@cemetourism.net](mailto:2021@cemetourism.net). Follow us on Twitter: @Cemetourism

### KEY DATES

1. Proposals with abstracts due by (latest): 9 July 2021
2. Editorial board decides on the list 12-24 July 2021
3. Contributors advised: 26 July 2021
4. [Contributors work up papers August, September, October]
5. Booking opens 1 September 2021
6. Technical rehearsals week of 1-5 November 2021
7. Conference 11-12 November 2021