

Wednesday 20 April

Session 1		<i>Archeo-influencers: Sharing the Love & spreading Awareness</i>
<i>Host: Sigrid van Roode</i>		
09.30 GATHERTOWN OPEN, SIGN IN		
10.00	Matilda Siebrecht, Sasja van der Vaart-Verschoof & Sigrid van Roode	Welcome & opening: How we dig archaeology through social media
10.30	Raven Todd daSilva	Dig it with Raven
11.00	Gino Caspari	Individual Science Communication on Instagram: Potential and Issues
11.30	Discussion	
12.30 LUNCH		
13.30	Natasha Billson	Archaeologists in Quarantine: The Power of Social Media Networking.
14.00	Matilda Siebrecht	It's Tea Day! Bite-sized Outreach through Social Media
14.30	Amelia S. Dall	Accessibility in Archaeology
15.00	Alex Fitzpatrick	Promoting Progress: Using Social Media to Diversify Archaeology
15.30	Discussion	
16.30 DIGITAL DRINKS & ARCHAEOLOGY PUBQUIZ		

Thursday 21 April

Session 2		<i>That belongs in a Museum! Institutional Outreach & Promotion</i>
<i>Host: Sasja van der Vaart-Verschoof</i>		
09.00 GATHERTOWN OPEN, SIGN IN		
9.30	Kenneth McElroy	Animal, Vegetable, Memeable: A Short History of Archaeological Outreach
10.00	Carlijn Oldenkotte	Trigger, Inspire, Act – social media marketing at the Dutch National Museum of Antiquities
10.30	Christopher Wakefield	Social Media and Digital Engagement in the UK's Development-led Sector
11.00	Discussion	
12.00 LUNCH		
13.00	Petra Kevenaar	SOCIAL MEDIA TRAINING
15.00 BREAK		
Session 3		<i>Capitalizing on fun: From Enthusiast to Professional</i>
<i>Host: Matilda Siebrecht</i>		
15.15	David Howe	Alternative Anthropology
15.45	Sigrid van Roode	Beads and Trinkets: Funding your research through social media
16.15	Sasja van der Vaart-Verschoof	History, Handaxes & Heels: From personal Blog to Social Media Manager
16.45	Matilda Siebrecht, Sasja van der Vaart-Verschoof & Sigrid van Roode	Discussion & Closing Statement
17.30 DIGITAL DRINKS		



*Times are Amsterdam time zone