

Dirk Röder

Profile



Address: Bruno-Baum-Str. 37a, 12685 Berlin, Germany
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Phone (Handy): +49 172 76 008 77
Birthday: 15th January 1974 **Gender:** men
Nationality: German

Education

High School (1992)

Elite-Sport-School Berlin-Hohenschönhausen
(Fencing (Epée))

Banker (1992-1994)

Berliner Bank AG, completed apprenticeship

Insurance specialist (1998-1999)

Nürnberger Versicherung AG, extra-occupational education

Author (2009-2012)

Completed distance learning with certificate, College of writing Hamburg

Online Marketing Consultant with IHK Certificate (2013)

Completed distance learning with certificate, HSB Academy Leipzig

Organisations

Member of Board:

- European Cooperation Centre of Fortified Heritage, ECCOFORT e.V.
(Treasurer, founding member)
- European Fortress Tourism and Fortress Marketing Network e.V.
(Treasurer, founding member)
- Vice President Public Relations and Marketing - Berlin Fencing Federation e.V.
- Vice Chairman – Fencing Centre Berlin e.V. (founding member)

furthermore:

- Founding member Förderverein Pro Fencing e.V.

Professional experience of the last 15 years

GKU Standortentwicklung GmbH (2004 - 2017)

Specialist company for conversion and revitalization

Description: Organization and implementation of projects for the development of the civilian re-use of former military sites in Germany

www.gku-se.de

ECCOFORT e.V. (2011 – today)

European Cooperation Centre of Fortified Heritage

Description: Valuing the cultural heritage of fortified monuments such as fortresses, large fortification systems, fortress towns, fortified castles, castles and fortified sacral buildings or fortification lines in Europe.

Activities for the protection, economic use and effective management of cultural heritage fortress monuments.

Promoting cross-border cooperation, in particular the development of fortress tourism and fortress marketing.

Responsibilities: Project development, project management, financial management, communication and public relations, marketing, network development, network management, event management

Development, application and implementation of EU funding projects

Research on cultural heritage fortified monuments in Europe (distribution in Europe, typing)

Editing, layout and production of special publications and marketing tools

www.eccofort.eu

European Fortress Tourism and Fortress Marketing Network e.V. (2014 – today)

Description: The network is an international association of fortified monuments with the purpose of supporting the common cultural heritage fortified monuments in the fields of marketing and tourism and to make it more attractive for the international tourism markets.

Cultural tourism under the umbrella brand FORTE CULTURA® is intended to generate new revenue for the conservation and use of the cultural heritage of fortified monuments. The network offers a wide range of modern marketing tools and targeted marketing activities specifically geared to the needs of the fortified monuments. The participating monuments thus reach a broad presence on the international tourism markets.

Responsibilities: Board member (Treasurer), Head of Network Office in Berlin, Manager of European Cultural Route of Fortified Monuments - FORTE CULTURA®

network management, network strategy and development; marketing; transnational cooperation; project development and management of cultural heritage; development, application and implementation of regional, national, cross-border and transnational funding projects; Management of the European Cultural Route of Fortified Monuments FORTE CULTURA® in all matters, in particular in the certification process of the Council of Europe; organization and implementation of marketing activities and network initiatives for fortress tourism and marketing

www.forts-2-market.net

www.forte-cultura.eu

International Conferences und Symposia

- 2019 Ziegenhain (DE): Symposium cultural heritage fortified monuments in Hesse and Thuringia
- 2019 Magdeburg (DE): 2nd Forum cultural heritage Elbe-Fortresses
- 2019 Sibiu (RO): 9th Annual Advisory Forum on Cultural Routes
- 2019 Fortress Town Germersheim (DE): 3rd symposium on the extension of fortress cooperation on the Upper Rhine
- 2019 Fort Konstantin, Koblenz (DE): Workshop „The major fortress system Koblenz in the cultural route FORTE CULTURA®“
- 2019 Königstein, Saxony (DE): Forum cultural heritage Elbe-Fortresses
- 2019 Algeciras (ES): Workshop FORTE CULTURA® regional cluster Campo de Gibraltar
- 2019 Mainz (DE): Forum Cultural Heritage Fortified Monuments and Annual General Network Meeting 2019
- 2018 Turin (IT): International conference for modern age fortifications of the Mediterranean coast
- 2018 Görlitz (DE): 8th Annual Advisory Forum on Cultural Routes
- 2018 Fortress town Germersheim (DE): 2nd symposium for the extension of fortress cooperation in the German-French border region Upper Rhine
- 2017 Bolzano (IT): Conference „The medieval ways of the Empire“
- 2017 Novi Sad (RS): Seminar Restoration, maintenance and marketing of fortresses - a national task as part of the European development
- 2015 Komarom (HU): FORTE CULTURA® on F³ Conference
- 2015 Namur (BE): FORTE CULTURA® conference in Belgian Fortress Town
- 2014 Kostrzyn nad Odra (PL): Final Conference EU project FORTE CULTURA
- 2014 Helsinki (FI): FORTE CULTURA presents at AT FORT final conference