



NETZWERK DER  
KULTURROUTE  
FESTUNGSMONUMENTE



## EFFORTS Congress KAUNAS 'Communities & sustainable fortified heritage'



## EUROPEAN FORTRESS SUMMER 2022

KAUNAS, 7.10.2022

# European Fortress Summer 2022

Powered by FORTE CULTURA & EFFORTS



[www.fortress-summer.eu](http://www.fortress-summer.eu)



EFS22 Start: Terezín, 6. april 2022

- ✓ Summer of Culture Elbe-Fortresses (DE-CZ)
- ✓ Night of Fortresses (HR – ME – BA)
- ✓ Fortress Summer Upper Rhein Valley (DE-FR)

EFS22 End: Kaunas, 6. october 2022







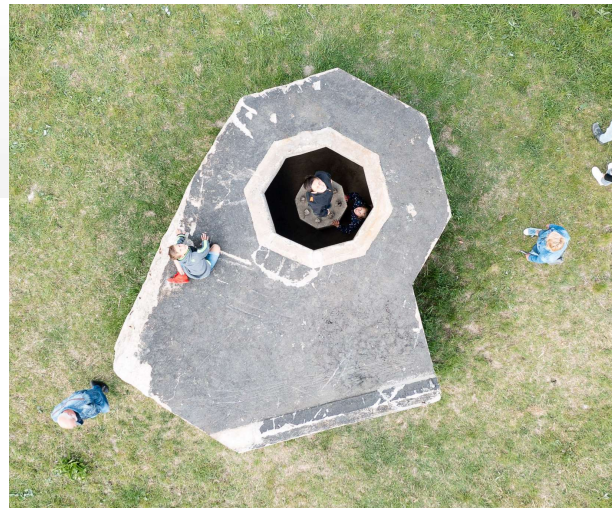
powered by



**Launch European Fortress Summer 2022**  
**6th April, Terezín, CZ**



# European Bunker Day







Lego Exhibition at Lichtenberg castle





Spectaculum Magdebu



# Spectaculum Magdeburgense

Spectaculum Magdeburgense 2022 | Fo





Spectaculum Magdeburgense 2022 | Foto: Matthias Piekacz

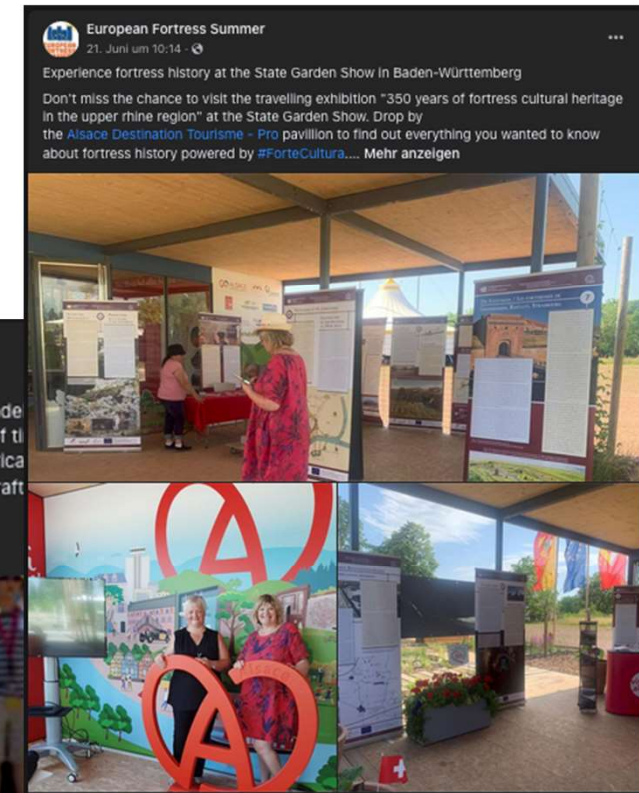
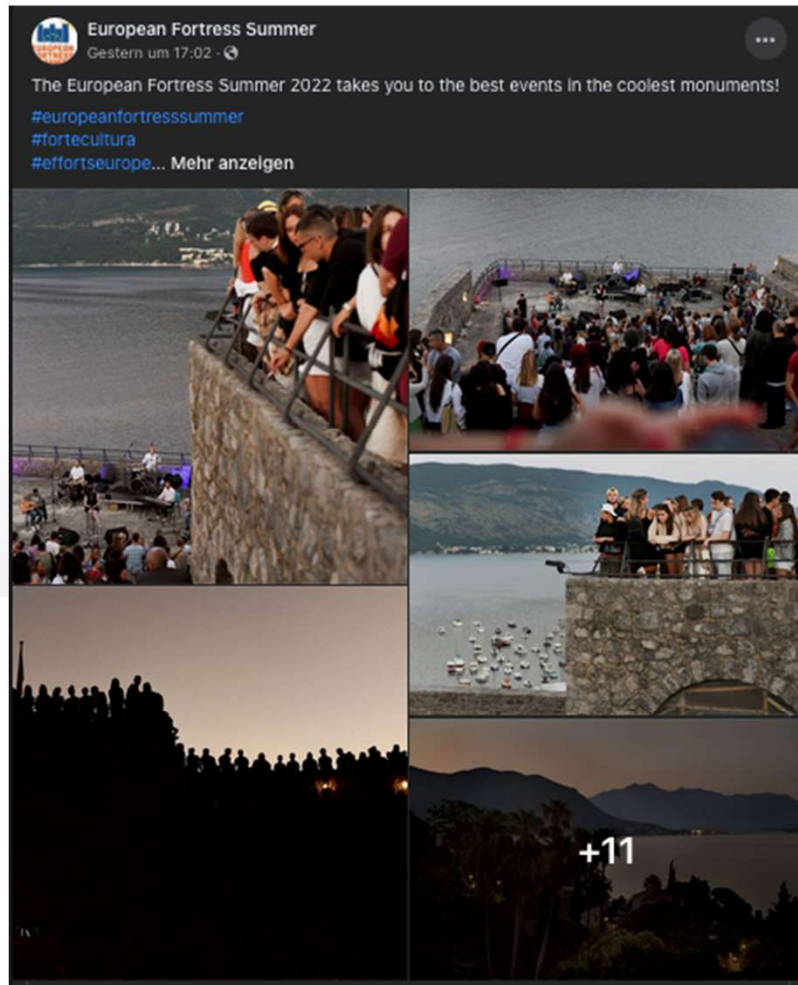


# Herceg Novi Summer Awakening



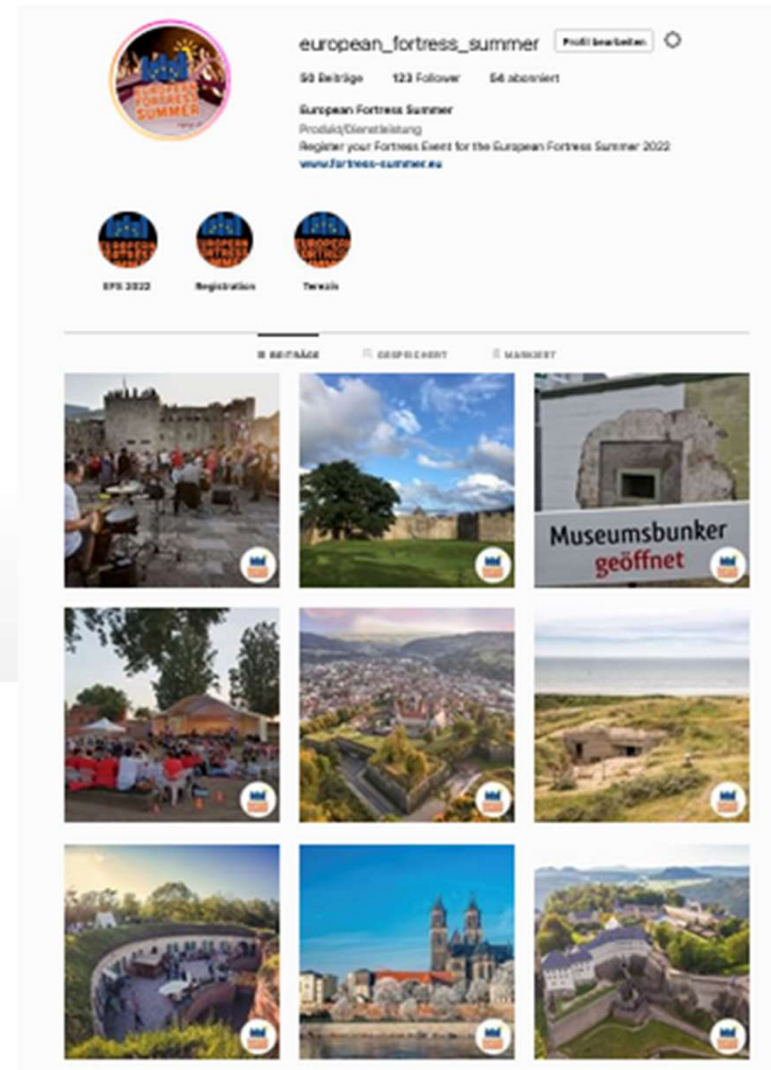
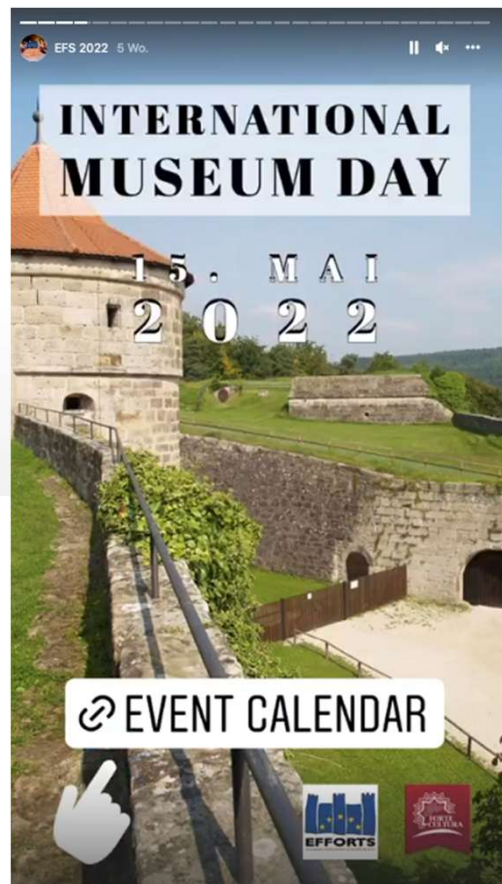
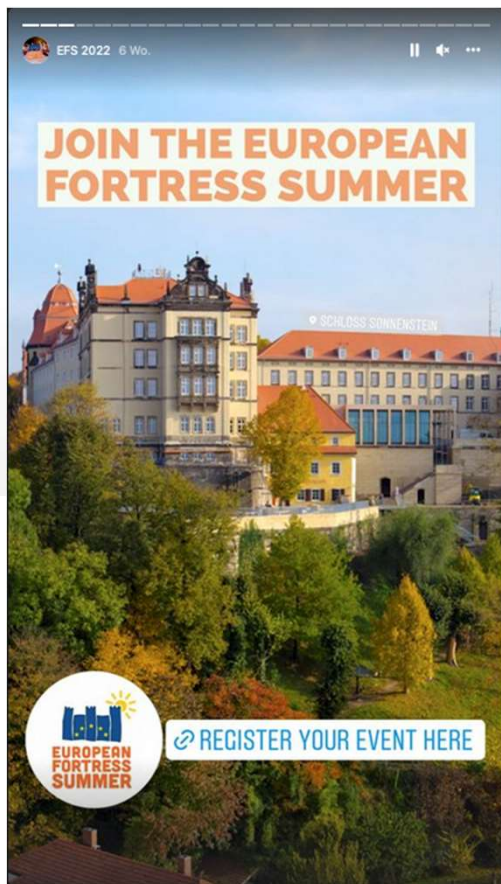


# EFS FB Posts





# EFS Instagram Feed





# European Fortress Summer 2022

[www.fortress-summer.eu](http://www.fortress-summer.eu)

*New Facebook Account*  
*@europeanfortresssummer*



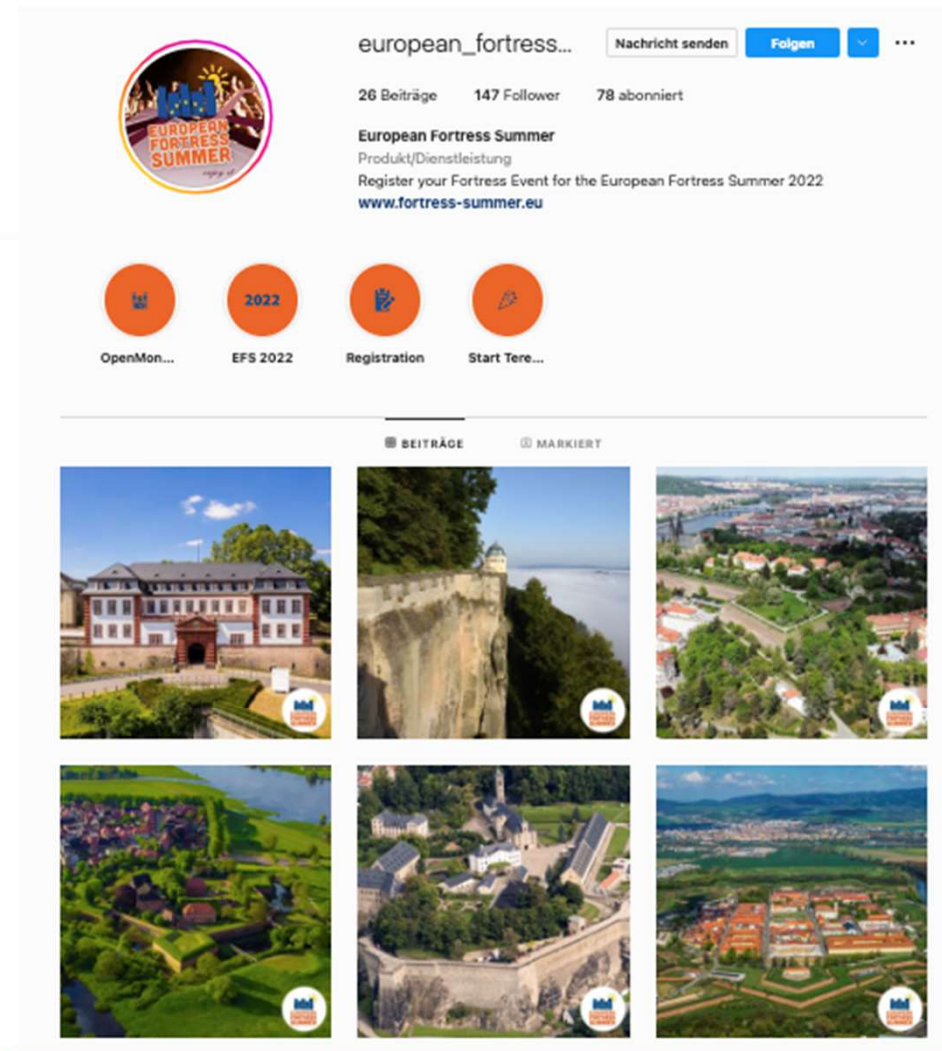
European Fortress  
Summer

@europeanfortresssummer · Festival

Folgen Sie

Einzelne · Gruppen · Veranstaltungen · Bemerkungen · Mehr

Instagram Account:  
*@europeanfortresssummer*



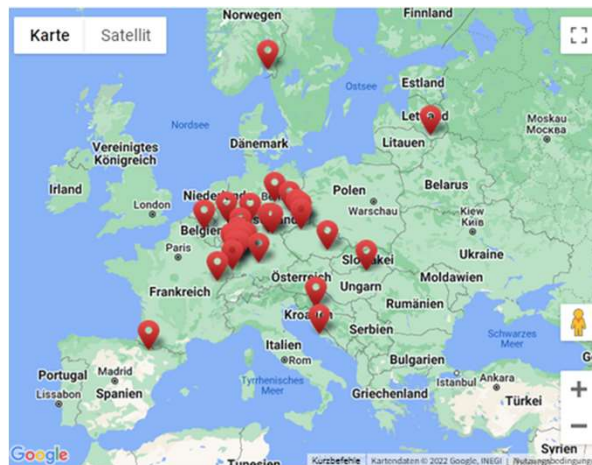


# European Fortress Summer 2022

www.fortress-summer.eu

## TO DO

- **REGISTER** your fortress event online
- **PROMOTE** your fortress event (use EFS tool kit)
- **SUMMARIZE** your fortress event



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Cultural Route FORTIFIED MONUMENTS

enjoy it...

FORTE CULTURA FORTIFIED HERITAGE EXPERIENCE WORLD TRAVEL WORLD FORTRESS SUMMER NETWORK

European Fortress Summer (EFS)

EFS Region Upper Rhine

EFS Elbe Fortresses

EFS Event Registration

European Fortress Summer 2018

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Partner

EFFORTS

### EVENT REGISTRATION

Register your fortress event for the European Fortress Summer marketing campaign! Powered by FORTE CULTURA and EFFORTS.

Every year from April to December, the European Fortress Summer attracts thousands of visitors to the fortified monuments of Europe. Don't miss and join the European Fortress Summer with your fortress event.

All registered events take part in the "EFFORTS Award 2022". The best location / event will be awarded. The award will be presented at the International Fortress Conference in Kaunas (LT) in early October 2022. For further information and files (logos, manual) please refer to our **EFS info package for fortresses** (zip-file for download, 1MB).

Please complete the following form to register your fortress event for the European Fortress Summer of FORTE CULTURA / EFFORTS.

With the submission you accept, that we use your data for public promotion and as content for our marketing instruments. Your data will be processed and stored by us according to DSGVO. Further information can be found in our privacy policy. The registration is for free of charge. We reserve the right not to publish your submitted contributions in individual cases and after careful examination, without justification.

Contact

Name, Surname

Name of your organisation

Phone number



# European Fortress Summer 2022

[www.fortress-summer.eu](http://www.fortress-summer.eu)

## EFS tool kit

Powered by FORTE CULTURA & EFFORTS



- Logos
  - Mottos
  - Hashtags
  - Content and technical tips
  - Links and contacts
- *"What once separated peoples now brings them together. For a lively cultural heritage fortified monuments in a solidary, democratic and peaceful Europe. We are in!"*
  - *No War.*
  - *War belongs in museums.*
  - *Fortresses are cool.*





## Tipps for online content

- High quality pictures and videos  
(Copyright/Pic credits)
- Tell a story, connect with your audience  
→ be creative and have fun with it
- Use suitable Hashtags  
(referr to our hashtaglist or use your own)
- Make a personal connection, show your team  
(who is involved in the organisation/event/sponsors)



## **Questionnaire: Build an online presence for your cultural sight**

- What are the highlights of my cultural sight? location, view, history
- What events can I promote and during which seasons?
- Who is my current audience/visitor and who do I wish to reach?
- What kind of amenities does my sight offer? accessibility, kids entertainment, educational area, stage/sound/lighting, acoustics
- Who can I cooperate with? schools, universities, eventplanners, city guides, travel bloggers
- Who is in my team?
- What is the one thing that makes my location stand out among similar sights?



- Before: announcement, flyer, information on ticket sales, date, time, partners for event
- during: pictures, live video footage, impressions of set-up and crowd, how to get to the entrance/location
- after: event recap, credits, tag partners, where to find pic of event for visitors and partners





# JOIN THE EUROPEAN FORTRESS SUMMER

