



The European Association for Heritage Interpretation
by the authority of its Board of Directors
certifies that the writer and Interpret Europe member

Drakulić Sanja

has completed a 40-hour training course on interpretive writing, and,
after successfully passing a range of certification tasks and
coursework assignments, has been honoured as a

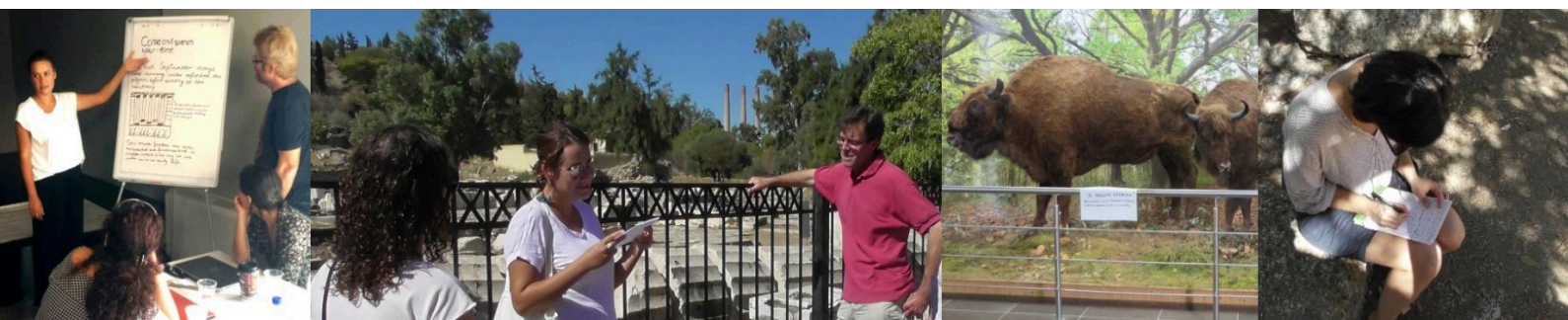
Certified Interpretive Writer

Potsdam, Germany, 28/9/2026

Zagreb, Croatia, 28/9/2026

Helena Vičič
IE Training Coordinator

Iva Klarić Vujović
IE Certified Trainer



Course content

- Facilitating first-hand experiences with natural and cultural heritage sites and objects through interpretive writing
- Dealing with tangible and intangible heritage
- Revealing meanings and relationships of natural and cultural phenomena and the importance of universal values
- Deriving strong themes from sites, objects and factual information
- Improving the text of real-life interpretive panels
- Writing an interpretive text inspired by a heritage phenomenon
- Creating a behavioural change sign
- Writing an interpretive audio script
- Practicing the Interpretive Writing Principles in all tasks
- Understanding the importance of using simple language
- Editing complex writing into something ordinary visitors can understand
- Peer coaching and critiquing other participants' interpretive writing
- Creating catchy headings, applying a text hierarchy/layers, and using the 3:30:3 rule for graphic panels and exhibit labels

This certificate has been awarded to **Drakulić Sanja**,
Interpret Europe member no 25349,
after completing the **Certified Interpretive Writer** course
reference number 250309
from 15/09/2025 to 19/09/2025 in Osijek, Croatia