



Join us for an AIM Virtual Conference - Roads to Recovery - 18 and 19 June

AIM's first ever virtual conference draws practitioners, professionals, experts and policymakers together from across the cultural spectrum. Roads to Recovery will consider the challenges and impact of the coronavirus outbreak on our members and on the wider museum and cultural sector.

The programme splits across two days, with day one - Thursday 18 June – focused on the future and day two – Friday 19 June - considering the tools that will help us respond to that future.

Given the financial pressures both our members and our sector are currently operating under this conference will be free to attend. And given the importance and wider relevance of the discussions we will have, we are welcoming non-members to sessions too with only the workshops on day two reserved for AIM members. We're pleased to announce the following confirmed speakers:

- Maria Balshaw, Director, Tate; Chair, NMDC Planning and Remobilisation Group
- Bernard Donoghue, Director, ALVA
- Hilary Carty, Executive Director, Clore Leadership
- Neil Mendoza, Provost, Oriel College; DCMS Commissioner for Cultural Recovery and Renewal
- Kate Bellamy, Director, Museums and Cultural Property, Arts Council England
- Lucy Casot, Director, Museums Galleries Scotland
- John Orna-Ornstein, Director of Culture and Engagement, National Trust
- Andrew Lovett, AIM Chair and Chief Executive, Black Country Living Museum
- Sarah Thomas, Chair, Ilkley Manor House
- Steve Gardam, Director, Roald Dahl Museum and Story Centre
- Mhairi Cross, CEO, National Mining Museum for Scotland
- Laetitia Ransley and Nyla Yousef, Farrer & Co
- Hilary Barnard, Consultant
- Ruth Lesirge, Consultant
- Heather Lomas, Consultant
- Rosalind Johnson, A Different View

- Nick Winterbotham, Consultant and Network for Resilience in Wales Facilitator

[See the full programme and book your place here.](#)

June Bulletin available online

The June issue of the AIM Bulletin has been published online rather than printed to give more people access to the latest news from the sector. This issue we hear from organisations across the museum sector with their take on the current Coronavirus crisis, conference speaker Bernard Donoghue, Director of ALVA explains the reopening tracker research he's leading, members of the AIM Board share their thinking on reopening, plus read AIM Director Emma Chaplin's latest advocacy update. [Read the June issue here.](#)

Black Lives Matter

As Black Lives Matter protests grow in the US, UK museum and heritage organisations have called for a step-change in how the sector addresses racism. [This joint statement of intent from the heritage sector](#), drafted by Arike Oke, Director of the Black Cultural Archives highlights history and heritage as invaluable tools in the fight against racism and discrimination, and its proactive pledges underpin a collective call to action.

AIM AGM

The AIM 2020 AGM will take place during the virtual conference between 1.30pm and 2.30pm on Thursday 18 June. [The agenda and papers are on the AIM website here.](#) [Sign up to this conference session if you'd like to attend the AGM.](#)

Hallmarks at Home - fundraising forum

Is it the right or wrong time to be asking for money? Can fundraising be used to help our organisations survive the current crisis? And what will fundraising look like on reopening? This online forum at 11am on Thursday 11 June will be led by Judy Niner with an opportunity for you to ask your own questions and hear other AIM members' plans. Places are limited - [book your place here.](#)

New Success Guides

Two new Success Guides have been published this week. The Marketing Success Guide seeks to demystify marketing, provide an overview of what it is and a helpful framework for developing a strategy and action plan. [Read the new guide here.](#)

The GDPR Success Guide has been updated to reflect the latest guidance and is intended to help anyone working in the museum sector who may be involved in data collection and processing. [See the latest version here.](#)

Free CFG webinar for AIM members on setting up a trading subsidiary

As funding pressures increase for many independent museums during COVID-19, seeking new income streams after lockdown is a vital consideration for finance managers and directors. Join this webinar exclusively for AIM members with legal expert Fiona Wharton of Wrigleys Solicitors and CFG's Director of Policy and Communications Roberta Fusco to explore how to set up a trading subsidiary. Thursday 25 June 11am-12noon. This webinar is free – [email CFG to book your place](#) (please make sure you've signed up to CFG - it's free for AIM members and you can access a range of member benefits. [It only takes a minute to sign up here.](#))



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