



Association of Independent Museums

Helping Heritage Organisations Prosper

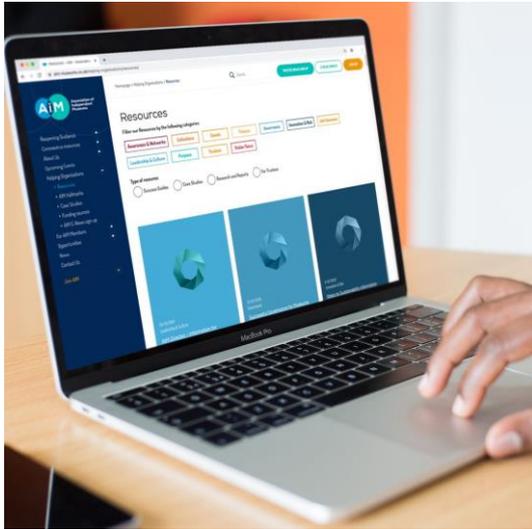
AIM ENews, 22 April 2021 - EXTRACTS



Are you ready to reopen?

Join our Hallmarks at Home webinar to help inform your reopening plans as three very different independent museums share their experiences and lessons learnt from 2020. Plus use interaction with the group to shape your own plans. 11am Wednesday 5 May. [Book your place now>>](#)





Focus on digital

There's a host of advice and guidance available to help you engage with your audiences via digital channels. Here's a round up of what's available from AIM, from putting a strategy in place through to evaluating activity and improving performance. [Click here for the digital round up>>](#)

Museum news round up

Read the rest of this week's news from across the sector on our website, including:

- **Rebuilding Heritage** have launched their latest sessions for booking. Survival to Sustainability looks at how we can use what we've learned to make changes for the better. [Find out more and book>>](#)
- **Heritage Digital** are taking applications for their next workshop - Developing online resources and collections online: copyright and data protection issues. [Find out more and book>>](#)
- **National Lottery Open Week** will run from 5 - 13 June, it's a direct and impactful way for heritage organisations to come together to say 'thank you' to the players who have supported them over the years, with a week of free entry or other special offers for anyone arriving with a National Lottery ticket, scratchcard or proof of purchase. [Get involved>>](#)
- **Kids In Museums Digital Takeover Day** is happening on 25 June this year. Digital Takeover Day empowers young people to make their voices heard by taking control of museums' social media accounts for the day. [Find out more>](#)
- Museums in Scotland are invited to attend **MGS's Knowledge Exchange** event on modern apprenticeships and best practice. [Register your place>>](#)