



**Association of
Independent
Museums**

Helping Heritage
Organisations Prosper

E-NEWS 20 MAY 2021 - EXTRACTS

Just four weeks to go until the AIM 2021 Conference

.... We'll be looking at the importance of leadership and good governance during hard times, sharing the new ways of working we adopted and forecasting what next for the sector.

It's all happening online from Wednesday 16 - Friday 18 June 2021.

[Find out more and book your tickets](#)

Last chance for early bird tickets

AIM members can get an early bird ticket for £45 for the three days of the conference, but only until 31 May. Don't worry if you can't make all three days of the conference, ticket holders will have access to the recordings of all sessions, [Click here to buy your tickets>>](#)



Day tickets for the conference are on sale now priced at £30 per day for AIM members and £45 for non-members. We've also added a half price student ticket, on sale now.

[Buy your conference tickets now](#)



Ask the Secretary of State

This is your chance to put your questions to Secretary of State for Digital, Culture, Media and Sport Rt Hon Oliver Dowden CBE MP. AIM Chair Andrew Lovett will be in conversation with Oliver Dowden in a pre-recorded conference session; email your questions to margaret@aim-museums.co.uk before the end of May.

Reopening guidance

AIM is supporting a new government campaign to highlight the importance of letting in fresh air when meeting indoors. The campaign is supported by posters and images that you can use in your museum to encourage people to keep following the guidance. [Read more>>](#)



Free consultancy and training

Applications are now open for the next round of support from the Rebuilding Heritage programme. This round will be the last chance to apply for business planning consultancy. [Find out more>>](#)



Reopening in Wales

The Welsh government has published reopening guidance, *Keep Wales safe; guidance for tourism and hospitality*, which includes museums. [Click here to read the guidance>>](#)

In addition, there is sector specific guidance here, [Culture and heritage destinations and venues: guidance for a phased return>>](#)





AMA Digital Skills Day

A free online training day on 10 June to help anyone working or volunteering for small to medium-sized UK heritage organisations to build their digital skills and engage new and more diverse audiences. Hosted by Arts Marketing Association and funded by National Lottery Heritage Fund. [Find out more>>](#)

Museum news round up

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

- **#MuseumWeek 2021** is happening from 7 - 13 June. For seven days, cultural institutions and audiences are invited to be creative with their smartphones. [Find out more>>](#)
- **The National Fund for Acquisitions**, administered by National Museums Scotland with Scottish Government funding, supports museums across Scotland to acquire objects for their collections. Museums can now apply for up to 100% of funding. [Find our more>>](#)
- Blooloo and A Different View have undertaken a **sustainability tracker**, the first survey to look specifically at attraction visitors' attitudes towards sustainability. Visitors to attractions of all types are thinking more about their environmental impact, but how does this affect their expectations of our sector and what more can we be doing? [Read the report here>>](#)