

**AIM ENEWS 10 February 2022 -
EXTRACTS**



**Association of
Independent
Museums**

Helping Heritage
Organisations Prosper

Book now: findings from AIM Covid impact survey



AIM undertook a snap survey at the beginning of 2022 to ensure its calls for support and ongoing advocacy work was informed by the latest data, and to gauge the feelings of members emerging from yet another challenging festive season.

Join AIM Director Lisa Ollerhead at 11am on Thursday 17 February to find out more about the survey findings and what they mean for museums, sector suppliers, funders and support agencies. Lisa will take you through the key findings with time for questions and discussion amongst the group.

Book your place



Hallmarks at Home - reinvigorating and planning your marketing for 2022

11am on Wednesday 23 February. This free session will help you with your strategic marketing planning for 2022 by providing a framework to develop a marketing campaign, and will include practical tips and examples as inspiration. Image credit: Museum of Cambridge.

[Book your place](#)



Successful Retailing for Smaller Museums

Whether you're reviewing and improving an existing shop or establishing a new shop in your museum, take a look at our guide 'Successful Retailing for Smaller Museums' to ensure your shop is profitable and well managed.

[Read the Success Guide](#)



The latest in your CFG membership

How can charities embed IT and digital innovation to achieve greater impact and effectiveness for the long term? See all the latest events from CFG open for booking now.

[Click here to find out more](#)
