

## Association of Independent Museums AIM E-News 19 March 2018 – **EXTRACTS**

### **Get A Grant For AIM National Conference 2018**

AIM members can apply for an AIM Training Grant by 20 April to help cover travel, fees and accommodation costs to attend our National Conference at The British Motor Museum from 21-23 June. Priority will be given to smaller museums receiving fewer than 50,000 visitors per year. [Find out more here.](#)

For Welsh museums and heritage sites, The Federation Of Museums And Art Galleries Of Wales is offering grants under its Training and Conference Grant programme to enable museum staff (paid or volunteers) in Wales to attend the AIM National Conference 2018 – [find out more here.](#)

### **New AIM Resources For Trustees Coming Soon**

Over the next few weeks, we will be releasing a series of new resources for Trustees. There will be a new guide to help you make the most of your board meetings, an updated Governance Success Guide and the first of a new series of guides for Trustees featuring top tips and useful information on running an open recruitment process. Keep checking AIM social media, the AIM Bulletin and future editions of this AIM E-News for updates and launches. If you would like any information about these new resources, please email: [helenw@aim-museums.co.uk](mailto:helenw@aim-museums.co.uk)

### **Culture Is Digital Report Will Unleash The Creative Potential Of Technology For Cultural Organisations**

DCMS has published [Culture is Digital](#) which sets out an ambitious framework for how culture and technology can work together to increase participation and boost the capability of cultural organisations. Policy commitments for museums include skills sharing and collaboration lead by Arts Council England, and a new digital grant stream for the Heritage Lottery Fund.

### **How To Use Online Reviews To Drive Digital And Real-World Business**

Online reviews of a product, service or organisation are now very much a part of everyday life, with 93% of consumers saying online reviews impact on their purchase decision according to the [2017 State of Online Reviews Survey by Podium](#). So how can reviews can drive positive outcomes for your museum or heritage site and how can your museum gain maximum value from customer reviews? [Take a look at some top tips by ClickZ.](#)

### **Need A Reputable Supplier Of Products Or Services For Your Museum?**

If you are looking for a product or service for your museum, then take a look at the handy [AIM Suppliers Directory](#). Featuring a comprehensive list of consultants, insurers, exhibition and display companies - plus a range of other museum related businesses - our Associate Suppliers have been checked by us for quality and reliability. Recent AIM Associate members that have joined us include [Craigmyle Fundraising Consultants](#) (Fundraising), [Axiell](#) (Catalogue, digitise, preserve, share and manage your collections) [A Different View](#) (Consultants) and [Humidity Solutions](#) (Conservation Supplies).