Association of Independent Museums

AIM E-News 16 November 2018 – EXTRACTS

What Are The Finance Issues That Affect Your Museum?

As part of our three-year partnership with the Charity Finance Group, we are organising a dedicated event for AIM members in 2019 to help answer your finance questions. But what are the key finance issues that affect you and your organisation? To help us tailor the event for our members across the UK, please consider taking part in a quick survey to help us identify what topics you would like to see covered.

Support For Trustees With AIM Prospering Boards

Could your board benefit from expert support? Prospering Boards works with boards to help them strengthen their leadership, work more strategically or deal more effectively with emerging challenges. We can also help boards looking for more focused support via a short microconsultancy. If you are a trustee of an Accredited Museum (or one working towards Accreditation) in England and would like some support from AIM, please click here for more information.

Top Tips On Writing Effective Proposals To Trusts And Foundations For Museums And Heritage Sites

AIM works closely with its Associate Suppliers and we regularly feature top tips and guest articles from our Associate Members that cover a range of museum topics on the AIM website. Tarnside Consulting have just written a useful guide to help museums develop a compelling proposal for applying for grants from charitable foundations to help you finesse your grant applications. Have a read here and please share with your fundraising teams.

The Audience Agency Publish New Report On Audiences At Museums

A new report by the Audience Agency using their Audience Finder data has just been published. The report is based on a sample of 39,318 visitors from 105 varied museums – those managed by local authorities, independent trusts, universities and national museums. The report highlights engagement, barriers to visiting, cultural habits and more. Download the free report here.

Is Your Museum Ready For Voice Search?

Voice-powered devices like Amazon Echo and Google Home, as well as Android and Siri, are rapidly being adopted to search for experiences, services and places over traditional search engines such as Google. It's been predicted that 50% of all searches will be voice searches by 2020, so take a look at this informative webinar by ClickZ with Chatmeter to help your museum attract visitors now and in the future.

Being an Effective Chair – Live Webinar

The Association of Chairs is running a free, live webinar on Tuesday 11 December 2018. 1:00 pm - 2:00 pm as part of their Beacon programme. The webinar is an introduction to the role of Chair, providing those chairing smaller charities (with an annual income under £1 million) with top tips and tools to help them be more effective in their role. Attendees will need to sign up to the Beacon programme and all information can be found at Being an Effective Chair – Live Webinar