



THE HALLMARKS OF PROSPERING MUSEUMS

BRUNEL'S SS GREAT BRITAIN
BRISTOL

**EARLY BIRD
RATES FROM
£45 A DAY**

18-20 JUNE 2015

www.aim-museums.co.uk/conference

Twitter @AIMuseums #2015AIM

Overcoming the different issues that affect independent museums today can sometimes feel like a tough challenge. What may seem to be easy for larger and well-funded museums can feel daunting for smaller and volunteer-supported independent museums and galleries. However, many of the characteristics of prospering museums can and do apply to all, whatever their size or level of resource.

In 2015 AIM launches its seven 'Hallmarks of a Prospering Museum' to help all independent museums and galleries face the future with confidence through a clear framework for success. The AIM National Conference 2015 promises an informative schedule of talks, surgeries and break-out sessions offering helpful insights, tips on best practice and fresh ideas, based around these Hallmarks, to boost your income and help your museum, gallery or heritage organisation succeed.

This year, the conference will be held at the award-winning Brunel's ss Great Britain in Bristol, with an exciting new conference format that develops the new AIM Hallmarks through these three themes:

Leadership, Purpose and Governance; Innovation in Visitor Experience and Entrepreneurialism.

With more speakers and relevant topics than ever before, the AIM National Conference offers plenty of networking and idea sharing opportunities. By attending the conference you will discover a range of practical approaches to help build your museum and hear how other independent museums and galleries have tackled these issues in different ways.

The programme will be regularly updated on the AIM website at: www.aim-museums.co.uk/conference and on Twitter @AIMuseums #2015AIM.



The lead sponsors are Development Partners who provide support on all aspects of fundraising and marketing.





CONFERENCE SCHEDULE

DAY 1 - Thursday 18th June 10.45 – 17.00

10.45am
PRE-CONFERENCE

Registration starts

Exhibition opens

Guided tours of the ss Great Britain

Buffet lunch

1.30pm
CONFERENCE STARTS

The Hallmarks of a Prospering Museum:
Leadership, Purpose and Governance

Welcome - Matthew Tanner, AIM Chairman, and Chief Executive of the ss Great Britain Trust.

What Are the Hallmarks of a Prosperous Museum? - Sam Mullins, Director of the London Transport Museum and AIM Vice President.

Purpose and Leadership – In conversation with David Jubb (CEO and Artistic Director) and Michael Day (Chair) of Battersea Arts Centre.

A Trustee's Guide to Fundraising – Judy Niner, Director of Development Partners, AIM conference sponsors.

Happy Museums = Purposeful Museums = Resilient Museums - Alison Bevan, Director, Royal West of England Academy.



DAY 1 - Thursday 18th June 10.45 – 17.00 CONT.

Breakout Sessions – Choose from four sessions covering *Governance and Leadership* topics:

Viable, Visible and Vibrant – How museums are coping with funding cuts - Tony Butler, Derby Museums Trust and Caroline Worthington, Bexley Heritage Trust.

Leading through Good Governance - Anne Murch and Birmingham Conservation Trust.

Using Accreditation to Transform a Small Museum - Andrew Thompson, Museum of Dartmoor Life.

Demonstrating Contribution to Key Outcomes: Making the Best Use of Evidence - Jonathan Durnin, DC Research.

AIM AGM

Evening: AIM Dinner & Reception

Join us for drinks followed by dinner in the delightful setting of the First Class Dining Saloon on board the ss Great Britain

Conference
Trade
Exhibition
Open all day

DAY 2 - Friday 19th June 09.10 - 16.30

09:10:

Welcome and Introduction – Day 2 of AIM Conference.

The Hallmarks of a Prospering Museum: Innovation in Visitor Experience

The Great British Day Off - Bernard Donoghue, Director of ALVA.

Education or Entertainment? - the ss Great Britain Experience - Matthew Tanner, CEO, ss Great Britain Trust.

Asking People Who Really Know – How Didcot Railway Centre Is Using Visitor Verdict - Steve Mills, Director of BDRC.



DAY 2 - Friday 19th June 09.10 - 16.30 CONT.

Breakout Sessions - Choose from four sessions:

Co-production - Does It Make a Better Visitor Experience? - David Jubb, Battersea Arts Centre, Derby Silk Mill and Sara Brown, Ely Museum.

Something for Everyone - Engaging with Our Local Community - Pippa Griffith, Tiverton Museum of Mid Devon.

I Wish I Had Known This When I Was Asked to Run the Shop - Jill Fenwick, Association of Cultural Enterprises.

Ten Tips to Reduce Your Energy Bills - Glynis Powell, MDO and Ken Shaw, AIM Energy Action Group.

Question Time Debate - Panel Chaired by Matthew Tanner.

The Panel

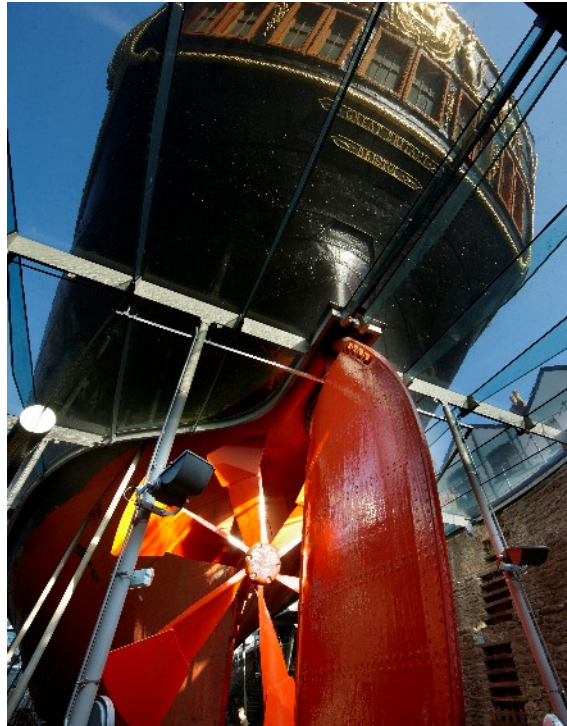
Richard Evans - Director, Beamish, The Living Museum of the North.

Diane Lees - Director-General, Imperial War Museum.

Judy Niner - Director of Development Partners and Chair of Cogges Manor Farm.

John Orna-Ornstein - Director of Museums, Arts Council England.

Conference Buffet Lunch



NEW! - Industrial Heritage Networking Lunch (Optional)

An informal chance to meet colleagues from industrial heritage sites and museums.

A fantastic opportunity to hear more about how AIM and the Industrial Heritage Support Officer (IHSO) can support your work.



DAY 2 - Friday 19th June 09.10 - 16.30 CONT.

The Hallmarks of a Prospering Museum *Entrepreneurialism and Income Generation*

Afternoon Breakout Sessions and Speakers

Improving Catering Income - Chris Brown, Turpin Smale.

Museum Makers - Building Support through Volunteering and Partnerships - Karen Perkins, Luton Museums.

How Could HLF Funding Work for You? - Fiona Talbott, Head of Museums, Libraries and Archives (HLF), Nerys Watts, Head of HLF South West.

Retail Success with an AIM Sustainability Grant - Sara Brown, Ely Museum.

The Entrepreneurial Spirit – Bryan Snelling, Executive Director, The Gordon Highlanders Museum.

Scoring with Visitors and Netting the Rewards – Kevin Moore, Director of the National Football Museum.

Conference Round Up

Evening Social Event

Enjoy a relaxing evening of drinks, supper and a treasure trail set in the Victorian splendour of Arnos Vale Cemetery.

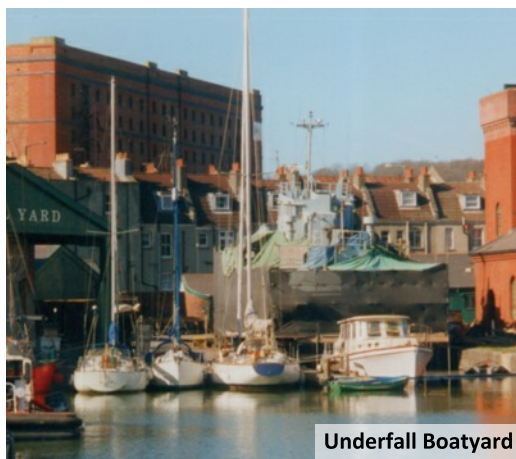




Clifton Suspension Bridge



The Royal West of England Academy



Underfall Boatyard

DAY 3 - Saturday 20th June - Study Tour

To finish off the AIM National Conference 2015 in style, we have arranged study visits to different AIM member heritage projects in the Bristol area, with coach travel provided.

Starting at 9.30am, our first port of call will be the **Underfall Boatyard**, where you will discover how the Underfall Yard Trust rescued the slipway and buildings from dereliction in the 1990's and revived its fortunes. A major HLF funded development programme is now underway.

This is followed by a visit to the world-famous **Clifton Suspension Bridge** which spans the Avon Gorge. The bridge is a magnificent feat of Victorian engineering and is owned and operated by Clifton Suspension Bridge Trust. We will get a tour of the rarely seen vaults.

Lunch will then be served at **The Royal West of England Academy** with an opportunity to view the exhibitions and collections of art. The RWA is England's only regional Academy of Art. It has been self-supporting for over 150 years. You will be able to view the current exhibition and fine art collection, all housed in an outstanding grade II* listed building.



**Association of
Independent Museums**
Helping Heritage Organisations
Prosper





Images courtesy of:

Adam Gasson, Liz Eve, James King, Underfall Boat Yard, David Noton, Arnos Vale Cemetery, Stephen Lewis, the Clifton Suspension Bridge Trust, ss Great Britain and the Royal West of England Academy.

Conference Information

Hotel Booking

There are a range of hotels in Bristol City Centre, within easy reach of ss Great Britain. Please see the AIM website for more details and recommendations. Please note hotels are expected to fill up and early booking is strongly recommended.

Getting to the Conference

Bristol is easy to reach by train, road or air. Low-cost Easy Jet flights are available from Scotland and other parts of the UK direct to Bristol Airport. For further travel details and maps please refer to the AIM website.

Car Parking

Car parking is available at ss Great Britain. Please see the AIM website for information and charges.

Conference Exhibition

The conference exhibition will showcase companies and organisations that work with and support AIM members in a wide range of ways. The exhibition is open on both days of the Conference and is a great opportunity to ask questions, network and find new products.

Surgery Sessions - NEW!

New for conference in 2015 we are offering the chance to book short surgery sessions with experts on a range of topics including fundraising (Development

Partners), trading and income generation (Association of Cultural Enterprises), Accreditation (Arts Council England), AIM Visitor Verdict and AIM Energy Action Group. See the website for more details.

Conference Buddies

If you have never been to an AIM Conference before we hope you will consider coming this year. To help you settle in and meet people we can provide you with a 'Buddy' who has been before to show you around. Just let us know on the booking form.

Help for AIM Members

Grants are available from the AIM Training Grant. Application forms are available online www.aim-museums.co.uk/content/aim_training_grant/ and should be received by 1 May 2015. Members awarded a travel grant will be able to buy tickets at the Early Bird rate.

The grants, which must be approved in advance of Conference, can cover a percentage of the Conference fees, travel and accommodation, but not the optional evening functions.

The Welsh Museums Federation is able to offer grants for attendance at conferences to Welsh Museums. Queries should be directed to John Marjoram on john@arenig.demon.co.uk.

Payment Information

If you wish to receive an invoice or pay by credit card, please book via the AIM website www.aimmuseums.co.uk. However, if you wish to pay by cheque please send your completed form and

payment to AIM Administrator, 3 Chestnut Grove, Ludlow, Shropshire, SY8 1TJ Tel: 01584 878151 or email aimadmin@aim-museums.co.uk.

Conference Fees

AIM Conference fees are kept as reasonable as possible to enable members to attend. This year we have introduced a members-only Early Bird rate available until Friday 17th April 2015 to offer even better value.

If you are not a member why not join to take advantage of the lower conference fees? See the AIM website for details.

Prices of the different elements of conference are shown on the booking form.

Conference fees include all activities, lunch and refreshments. See the AIM Website for more details.

How to Book

Please use our online booking system at www.aim-museums.co.uk.

By booking online you can easily reserve places on your chosen breakout sessions in advance to avoid disappointment.

If you are unable to book online you can complete the booking form overleaf

making cheques payable to the 'Association of Independent Museums'.

**Book Online
Before
April 17th
and Save**



BOOKING FORM

THURSDAY 18 JUNE 2015 - CONFERENCE DAY 1

	No.	Total £
AIM Member Early Bird (Until 17 th April)	£45.00	
AIM Member	£60.00	
Non-Member	£80.00	
AIM Dinner	£55.00	

FRIDAY 19 JUNE 2015 - CONFERENCE DAY 2

	No.	Total £
AIM Member Early Bird (Until 17 th April)	£51.00	
AIM Member	£68.00	
Non-Member	£88.00	
AIM Evening Social Event	£32.00	

SATURDAY 20 JUNE 2015 - CONFERENCE DAY 3

	No.	Total £
AIM Study Tour (Lunch Included)	£20.00	

Total Cost £

NAMES OF DELEGATES

ORGANISATION:

AIM MEMBERSHIP NO.:

ADDRESS:

TELEPHONE:

E-MAIL:

SPECIAL REQUIREMENTS

DIETARY:

ACCESS:

CONFERENCE BUDDY Y/N:

AIM CHARITY NO. 1082215

