



FORWARD ACTIVITY PLAN

2019-2022



Governance and Administration

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Give clear direction and purpose to AHI activity.

- Full transfer to CIO
- Develop new Forward Plan



Create a Trustee induction pack.

Including outline of roles and responsibilities, to induct new trustees effectively.



Enable smooth running of organisation and succession planning.

- Systems moved onto Cloud.
- Trustees using systems effectively.
- Photo library established and maintained.

Create conflict of interest register and forms for Trustees to complete.

Maintain a conflict of interest register, risk register and procurement policies, procedures and forms.

Seek income from:

- Advertising
- Events
- The conference
- Advertising
- Awards



Increase membership, especially in areas of the UK and Ireland where we are under-represented.



Maintain a full board of trustees.

Recruit co-opted trustees, replace any trustees leaving, ensure elections take place.



Promote Excellence

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Run a Bi-annual Award Scheme

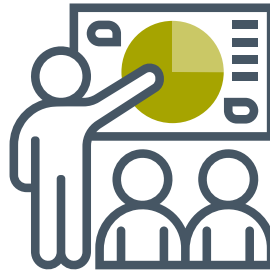
to recognise excellence and disseminate good practice.



Hold an annual AHI Conference

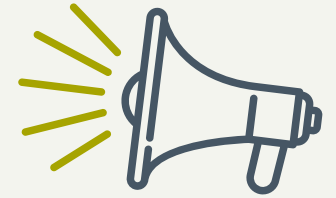
to disseminate good practice, facilitate networking and generate income.

- **1 conference.**
£2,000 income target.



Support AHI activity through effective publicity and communications.

- **To have a marketing strategy** – articulate the brand, produce and evaluate marketing and communication.
- Develop vibrant new membership leaflet.
- Annual media plan developed.
- Create AHI presentation for use at events/shows.
- To attract new members and increase membership.



Maintain and enhance online experience of AHI to improve member interaction with the AHI website and gain new members.

- Maintain lively and informative website.
- **24 news stories** per year.
- All events listed.
- Incorporate regional structure /content into AHI website.
- Introduce online facilities for event and conference bookings and membership payments.



 ~ **450**
members
by 2022



Develop Practitioners

Develop Practitioners: Develop AHI's professional development structure

Support members to progress through professional development status from student / associate to MAHI status and onto FAHI for some.

- Deliver effective and transparent full membership application process. Focus on personalised support offered by the Membership Panel and led by PR. **12 MAHIs per year target.**
- Agree a process by which to attribute AHI badge (logo) to training events run by others.



Fellowship review.

- Determine and understand process undertaken by panels.
- Implement recommendations from Fellowship review.
- **2 new Fellows** per annum

Encourage all Trustees to become MAHIs.

- PR to provide tailored support for all Trustees who wish to take up this opportunity.
- Promote MAHI / FAHI status.

Implement simpler membership categories.

Review relationship between corporate membership and MAHI.

Develop 'best practice' events and training and networking opportunities for MAHIs and FAHIs.



Develop Practitioners

AHI to become a key link between interpretation researchers, academic institutions and practitioners to help disseminate results of academic research to support best practice and to identify areas where research may be required.



Develop a regional support structure for members.

Agree regions and members willing to work with us.

- **1 new region** per year.



Ensure high quality conferences and events, evaluated using consistent evaluation systems.

- All conferences and events to achieve an average rating of **90% satisfaction**.
- Consistent evaluation form and process established to use at each conference and event.
- To have a database of trainers that the AHI use to identify strengths and weaknesses. Use to fill skills gap.



Publish the Interpretation Journal to act as an interface between academics and practitioners.

- Produce **2 themed journals** per year.
- Establish a new editorial team to replace Elizabeth Newbury and Eric Langham.
- Undertake a survey of member's views on the current journal to focus specifically on overall content, language, types of features and general format.



Put on events for all levels of membership, and non-members, which disseminates good practice, facilitates networking and generates income.

- Develop events programme, based on demand and feedback.
- Run individual events.
- **3-4 events** per year. **£1,000 income** target.



Raise the Profile of Heritage Interpretation

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Place two articles per year in relevant external journals and media outlets.



Maintain productive relationship/partnership with Interpret Europe by having AHI Committee member as member of IE, and undertake joint projects.

Maintain productive relationship Global Heritage Alliance by having AHI Committee member as member of NAI (International Section) and supply information and blogs.

Form working relationships with organisations and bodies involved with heritage and heritage interpretation to promote and raise awareness of AHI as the leading membership organisation for heritage interpreters.

- Stakeholder mapping exercise
- Identify key contacts and meet to discuss and agree a way forward
- Attend and run sessions at partner organisation conferences
- Attend M&H show in 2019 and give presentation



Maintain communication channels with members and non-members.

Disseminate news and promote opportunities to members and non-members in order to provide support and increase membership.

- **Increase e-news editions to 12 per year.** Publish on monthly basis (instead of current bi-monthly).
- **Agree new e-news format.**
 - Free e-news to sector.
 - Bespoke communication to members.
- **Maintain AHI Linked In Group.** Approve requests to join, moderate as required and promote AHI.
- **Maintain AHI Twitter account** and tweet regularly (this feeds AHI Facebook).

