

Archives *for* London

seminar series

Making outreach work for you

Archive outreach offers great opportunities but at the same time can prove very time consuming and expensive. In February Chris Weir, senior public services archivist at Nottinghamshire Archives, investigates how to create effective outreach programmes that do not eat up huge amounts of funds.

Chris will explore possibilities for outreach on limited budgets, sharing his experience of exhibitions, presentations and marketing, using the web, publications and the media. He will investigate relationships with local communities, creating effective partnerships and educational opportunities. And how outreach links to marketing strategies and business planning.



Outreach festival style: the Nottingham African-Caribbean Carnival procession, 2008.

“These are challenging times for us all”, admits Chris, “but outreach can offer excellent opportunities for promoting our organisations and highlighting the value of our roles in these rapidly changing times...And be prepared for a surprise or two!”

Thursday 4 February 2010, 6:00pm (doors 5:30pm) - 7:30pm
at **London Metropolitan Archives**, 40 Northampton Road,
London EC1R 0HB

Advance booking is essential. Guarantee your place by contacting
e: Nicola.Avery@cityoflondon.gov.uk t: 020 7332 3816

AfL seminars are free to all, but preference is given to members if events are oversubscribed. If you book but are then unable to attend please let Nicola know so someone else can join us.

Refreshments available. Bring your questions and news items.

For details of forthcoming seminars,
behind the scenes tours and joining AfL visit
www.archivesforlondon.org

