



THE INSTITUTE OF CONSERVATION

Looking Ahead – Strategic Priorities in 2020

Icon AGM

5 December 2019

Our Strategic Aims

Advocacy

Excellence

Engagement

Our Values

FORWARD AND OUTWARD LOOKING

UPHOLD HIGH STANDARDS

COLLABORATIVE AND GENEROUS

INTEGRITY

AMBITIOUS ADVOCATES

INCLUSIVE



THE INSTITUTE OF CONSERVATION

Advocacy



Excellence

UPHOLD HIGH STANDARDS

FORWARD AND OUTWARD LOOKING

20 Years of Accreditation

- Busy year of celebration events
- New ACR logo
- Revised Professional Standards
- Further development of CPD programme

New Conservation Register

- Searchable directory of all ACRs
- Engaging and effective marketing tool for ACRs
- Increased awareness of Accreditation and its value

Our values

Strategic Priorities 2020



THE INSTITUTE OF CONSERVATION

Engagement

INCLUSIVE

COLLABORATIVE AND GENEROUS

Pathway
membership
category

- Support conservators to progress to Accredited membership
- Streamline the application process
- Reduce the cost for members

Newsletter

- Reach out to and connect with new audiences
- Extend our membership
- Encourage participation in Icon events
- Demonstrate our impact externally

Our values

Strategic Priorities 2020



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