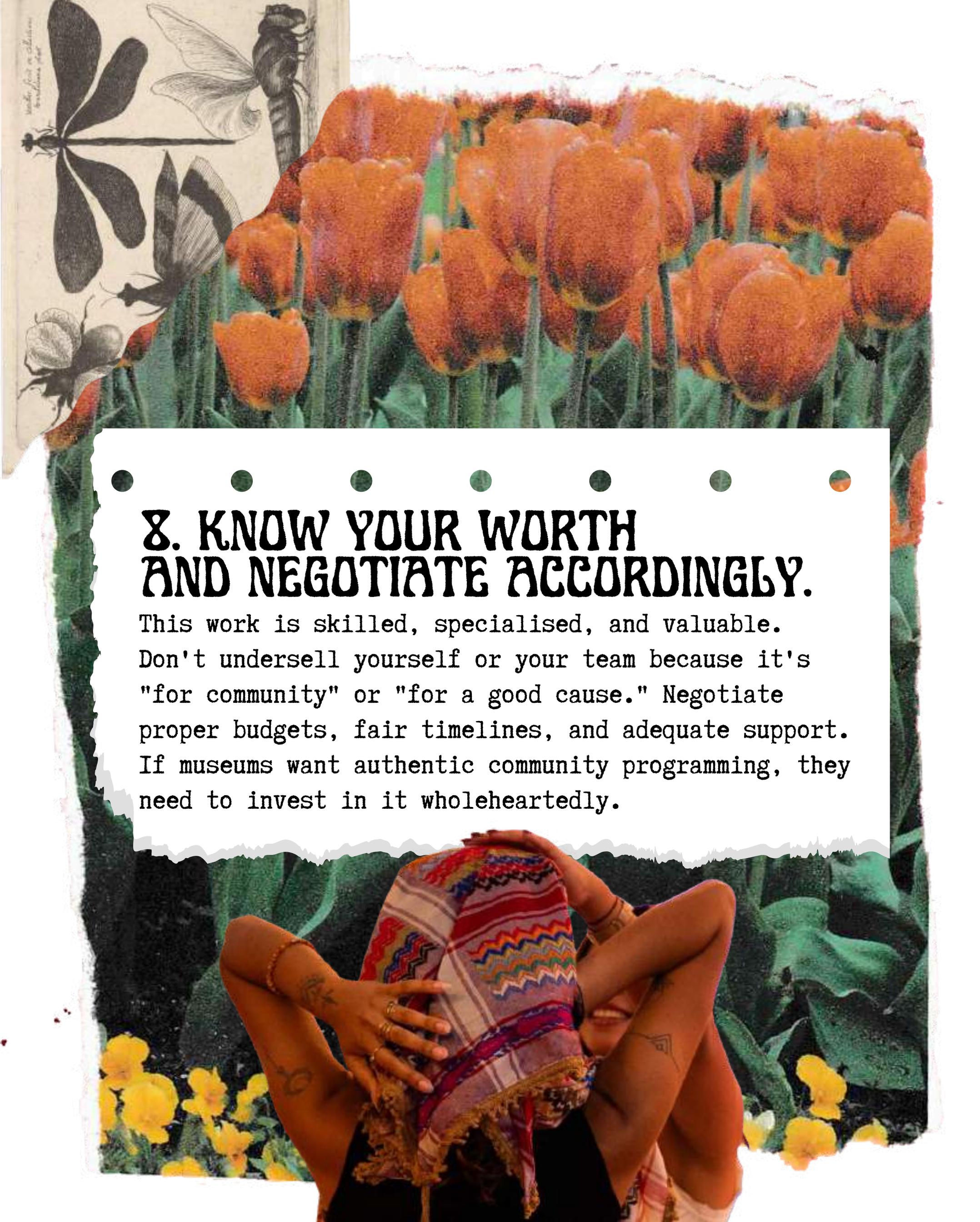




## 7. BUILD MULTIPLE ENTRY POINTS INTO THE EXPERIENCE.

Not everyone wants to dance. Not everyone wants to sit quietly and watch films. Some want to create, some want to buy, some want to just be. Offer workshops, music, markets, quiet corners, loud spaces. Let people choose their own journey.





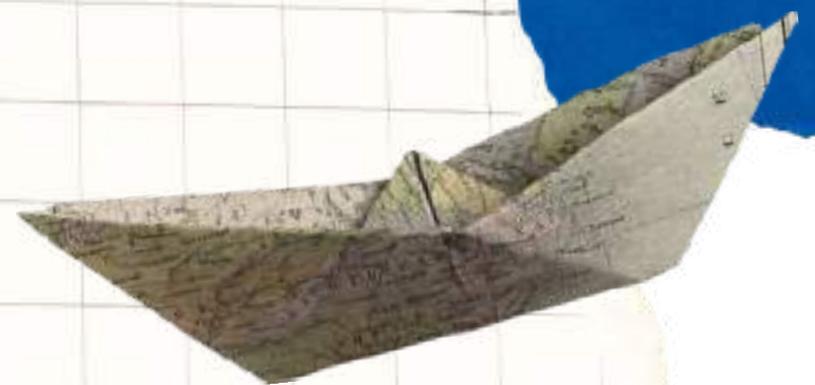
## 8. KNOW YOUR WORTH AND NEGOTIATE ACCORDINGLY.

This work is skilled, specialised, and valuable. Don't undersell yourself or your team because it's "for community" or "for a good cause." Negotiate proper budgets, fair timelines, and adequate support. If museums want authentic community programming, they need to invest in it wholeheartedly.



## 9. THINK BEYOND THE NIGHT

One event won't change institutional practice, but it plants seeds. What relationships are you building? How will you keep the momentum going? One night is the beginning of something bigger. Treat it that way.





## 10. MAKE MUSEUMS MODERN



Institutions are trying to keep up with the digital world but that often means they just have a TikTok account or an Instagram account. Think about how the space can be used digitally and organically by the community: creating experiences means these places live in our memories and in our photo libraries.