



**MUSEUM SHOPS  
ASSOCIATION**  
OF AUSTRALIA & NEW ZEALAND

## 2019 NZ Forum Programme

- 8.30 Registration and Welcome Coffee**
- 9.00 Welcome**  
Karryn Baudet - Vice President - Museum Shops Association of Australia & New Zealand
- 9.15 Welcome to Auckland Art Gallery – Toi o Tāmaki**  
Craig Goodall – Deputy Director - Auckland Art Gallery Toi o Tāmaki
- 9.30 Keynote Speaker – Cultural Merchandising**  
Matthew Oliver – Manager - MCA Store, Museum of Contemporary Art, Sydney, Australia.  
Matthew will provide an overview of the retail operations of the MCA including in store events, their recent refurbishment, inventory management, and provide business tips and advice.  
(Includes morning tea)
- 11.30 Top ten insights into running a successful e-commerce store**  
Krissy Perrett – Retail Manager – Auckland Art Gallery Store & Emma Pritchard – Assistant Manager – Auckland Art Gallery Store.  
Krissy and Emma from Auckland Art Gallery Toi o Tāmaki will give you their top ten secrets into how they have successfully grown and developed their e-commerce store. In the past two years they have doubled sales and boosted customer engagement. In this practical session you will learn about the importance of photography, how to market your online store, key learnings and more to benefit any e-commerce business large or small.
- 12.30 Lunch**
- 1.30 Collaborate Collaborate**  
Lisa Varga - Retail & Visitor Services Coordinator - MTG Hawke's Bay Museum & Karryn Baudet - Commercial & Business Development Manager - Museums Wellington.  
"You are the company you keep." Though that old adage is really meant for people, it's applicable to retail brands, too. In this presentation Lisa & Karryn takes us through their recent collaboration with BLUNT and the National Council of Women for Suffrage 125, and gives you tips to leverage existing relationships, build new partnerships and share what to look out for along the way.

**#MSAANZ19**

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### **2.20 Using Culture Segments to shape retail offers**

Jo Brehaut – Consultant – Morris Hargreaves McIntyre & Krissy Perrett – Retail Manager – Auckland Art Gallery

"Culture Segments is a market segmentation system designed by Morris Hargreaves McIntyre for the arts, culture, heritage and leisure sectors. Used internationally by organisations big and small, it is well known for its ability to drive audience development and engagement. Perhaps less well known, is that Culture Segments can inform every area of activity in the sector, including retail. By understanding your customers' core beliefs, their expectations, needs and of course, propensity to spend, a retail team can make targeted and strategic decisions. With examples from the Auckland Art Gallery, Jo and Krissy will give you an introduction to Culture Segments and how it can be used to inform retail product selection and development to maximise sales"

### **3.30 Afternoon Tea**

### **3.50 Retail Roundtable**

This participatory session is an opportunity for facilitated lively discussions between peers. Bring an idea, problem, observation, success, or sit back to discuss with your colleagues. Retail Roundtable is an excellent way to test an idea, resolve a problem, or share a clever scheme! It is intended to be fun, informal, and user generated. Kickstarter topics include: Product development, Engaging Retaining & Growing Talent, Sustainable Retail, Inspiring Customer Service Excellence, and Training Sales Techniques.

### **5.00 Close**

### **6.00 Networking Function**