



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

2019 Conference Program

Wednesday 18 September – Australian National Maritime Museum

- 9.00** **Registration & Welcome Coffee**
- 9.30** **Welcome**
Matt Lee - President, Museum Shops Association of Australia & New Zealand.
- 9.45** **Welcome to the Australian National Maritime Museum**
Michael Harvey – Assistant Director: Public Engagement and Research,
Commercial & Visitor Services, Australian National Maritime Museum.
- 10.00** **Keynote Speaker:**
Saskia Boersma – Rembrandt's Wife
- Saskia will provide an overview of her previous experiences managing the retail operations of the London Transport Museum, the Postal Museum and the brand program of Transport for London. (Includes morning tea)
- 12.30** **Lunch**
- 1.30** **Using Culture Segments to shape retail offers**
Jo Brehaut – Senior Consultant, Morris Hargreaves McIntyre
- Culture Segments is a market segmentation system for the arts, culture, heritage and leisure sectors. Used internationally 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! With examples from the Auckland Art Gallery, Jo will give you an introduction to Culture Segments and how it can be used to inform retail product selection and development to maximise sales.
- 2.30** **From Walls to Windows**
Charmaine Corcoran – Director, The Visual Experience
- Visual Merchandising permeates and enhances every part of the customer experience. This session will provide practical ways we can utilise VM to drive sales by engaging customers and motivating purchasing behaviour. (Includes afternoon tea)
- 5.00** **An Antarctic Experience**
Go Deep South courtesy of the Australian National Maritime Museum with cutting edge Virtual Reality technology.
- 6.00** **Conference Welcome Drinks & Supplier Showcase at Yots**
Unwind and get to know your new colleagues over a relaxing drink, meet our Supplier Members and find some exciting new products for your stores

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Thursday 19 September – Australian National Maritime Museum

- 8.30 Welcome Coffee**
- 9.00 Seven Steps to the Sale (plus 1)**
Kim Turski - Front of House Manager, Australian National Maritime Museum.
- It's probably the most common question retailers ask, "How can I get my salespeople to close a sale?" Kim brings us a wealth of experience from over 15 years in the retail training sector, and will walk us through the seven essential steps to a successful sale. (Includes morning tea)
- 11.00 The Economics of Ecology**
Nigel Kirby - Director, Science & Nature & Supplier Members of MSAANZ
- As the need for environmentally friendly and low carbon footprint products strengthens, how can our suppliers help us with the way the products we sell are manufactured, what they are made from, how they are packaged and how to minimise the waste.
- 12.00 MSAANZ Annual General Meeting**
- 12.30 Lunch**
- 1.30 Reinvesting in Culture – Panel Discussion**
Moderator – Karryn Baudet - Commercial & Business Development Manager, Museums Wellington, MSAANZ Vice President.
- Join us for this interactive session with a panel of MSAANZ industry experts as they share their insights in to current issues and successes in the cultural retail sector, and respond to your questions on how to meet the challenges we face.
- 2.30 Keynote Speaker**
Saskia Boersma – Rembrandt's Wife
- Saskia returns to give us an introduction to brand licensing, and leveraging local partnerships that not only provide additional revenue generating possibilities, but provide a way to market your organisation to new audiences. (Includes afternoon tea)
- 5.00 Close**
- 7.00 Annual Conference Dinner & Retail Recognition Awards**
(Venue TBA)

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Friday 20 September – Rural Excursion Day

- 9.30** **Travel to Wollongong**
Bus leave from the Australian National Maritime Museum Bus Park.
- 11.00** **Overview of the Wollongong Art Gallery & Science Place**
Visit the Wollongong Art Gallery and Science Place to get an overview of their retail operations. (Includes morning tea)
- 1.00** **Travel to the Nan Tien Temple**
Travel to the Nan Tien Buddhist Temple for a totally different cultural experience and see how their museum and store support their activities and outreach.
- 1.15** **Lunch at the Nan Tien Restaurant**
- 3.00** **Nan Tien Temple Store Overview**
- 4.00** **Travel back to Sydney**
- 5.30** **Conference Closes**

Please note that our arrival time back in Wollongong may alter slightly due to traffic. If you are booking an outbound flight, please allow extra time.

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