



2021 Forum Programme

Wednesday 22 September – Virtual via Zoom

Times are in AEST

11.00 – 11.15

Welcome

Karryn Baudet - President, Museum Shops Association of Australia & New Zealand

11.15 – 12.15

Keynote Speaker

Julie Steiner – Senior Director of Admissions & Retail Operations, The Barnes Foundation, Philadelphia

Julie will provide an overview of the retail operations of The Barnes Foundation Retail Store, their response to the Covid19 Pandemic and how it is impacting the cultural retail industry both financially and socially.

12.30 – 1.30

Retail Boot Camp

Matthew Oliver - Head of Retail & Online Sales, Australian War Memorial

Join us for this interactive session where Matthew takes you through the science of retail, including the analysis and understanding of revenue, profitability, benchmarks and many other factors. This session will help prepare you to participate in the upcoming Benchmarking survey later in the year, as well as giving you the knowledge to grow the success of your store.

1.30 – 2.30

Developing your Online Store

Stephen Quinn – Manager, Retail & Commercial Product, National Museum of Australia

Stephen will take us through the redevelopment of the National Museum of Australia's new online store and its social media success. He will provide tips for those who are new to selling online and advice on what products perform well and what to avoid.

2.30

Forum Closes

2.45 – 3.15

MSAANZ Annual General Meeting

Members only - a separate Zoom link will be provided for this session.