BREAKOUT SESSION SCHEDULE

SATURDAY, APRIL 28, 2018
9:15 am -10:15 am

Breakout Session 1  Creating a Strategic Plan for your Museum Store; Colleen Higginbotham, presenter

Every successful business has a strategic plan in place to guide them and keep them from putting time and resources into unproductive or expensive missteps. Creating a 2-3 year strategic plan for your store to references your museum’s strategic plan for a broad vision, and provides details of the short and long term goals for your store. Steps relating to product development, training and staff development, special shop events, the physical store improvements, etc. let’s you set first priorities and what you can push off for a few years. Join Colleen Higginbotham from the Chrysler Museum of Art as she relates her journey through the strategic plan process and perhaps helps you avoid some pitfalls.

MSA Knowledge Standards: ● ● ●

Breakout Session 2  Visitor and Customer Service Standards – Go for 100%; Kate Schureman, presenter

It doesn’t take much time on TripAdvisor to find the following, “Great museum – Horrible customer service!” You might be thinking, “That’s not about our museum store.” Well, you are not alone - Over 80% of American businesses, including museum stores, think they provide “superior customer service”. The truth is only 8% of customers think that way. If you aren’t sure what type of customer service your museum store is providing, this session will review why visitor services are so important to building customer loyalty and provide some not so expensive tools to Define It, Teach It, Live It, Measure It, Reward It.

Takeaways include:
- The 15 Points of Museum Visitor and Customer Service
- How To Develop an Inexpensive Secret Patron Program
- Active Listener Games and Exercises

MSA Knowledge Standards: ● ● ● ●

Breakout Session 3  Wholesale Programs Great and Small: Additional Revenue; Kate Botelho, moderator
Tina Harding, Chris Michel, Laura Murphy, Ione Saroyan, presenters

Wholesale can be a scary, expensive, and risky venture, but with the mysteries removed, can be profitable and rewarding, and help spread the message of your museums’ mission. Learn how to begin a successful wholesale program, best practices for operations, where and how to source products, and how to get the word out from a panel of museum store professionals with many different perspectives. Almost any size and type of museum store can produce proprietary merchandise and get the product to market. Kate Botelho from the Preservation Society of Newport County and her powerful panel will answer your questions about wholesale great and small.

MSA Knowledge Standards: ● ● ●

MSA Knowledge Standards highlight the core knowledge, skills and abilities needed to perform the daily responsibilities of a nonprofit retail professional. Knowledge Standards are the basis for all of MSA’s learning initiatives, including webinars, live learning session topics, Museum Store magazine articles and MSA’s blog and publications. The eight Knowledge Standards are:
- Human Resources, ● Communications, ● Business Relations, ● Strategic Management
Breakout Session 4  Home Made: A Recipe for Profit; Raymond McKenzie, presenter

Product development offers an opportunity to create merchandise that reflects the uniqueness of your institution. Making your own product can mean even more uniquely relevant and profitable merchandise. Learn how Filoli: Historic Home and Gardens creates product that reflects the history and beauty of this unique property.

MSA Knowledge Standards: ● ● ●

Breakout Session 5  Year-In-Review: Your Annual Business Checkup (Geared for Vendors); Neal S. Cohen, Neal Cohen Law LLC and Jeremy D. Richardson, Michelman & Robinson, LLP, presenters

Regulatory and litigation matters take center stage during this highly informative session. Neal will discuss product recalls, what to do upon the receipt of a consumer's product complaint, the process for escalating such a complaint, and whether (and when) to notify the Consumer Product Safety Commission (CPSC). For his part, Jeremy will provide an overview of legal issues that museum store professionals and their suppliers should keep front-of-mind, punctuating the presentation with court cases of interest.

10:45 am -11:45 am

Breakout Session 6  The World is Your Marketplace: Buying Globally Through Partnerships with Trade Development Agencies; Geoffrey Carroll, Laura Murphy, Michael Nasons, Catie Riordan and Julie Steiner, presenters

Between buying Fairtrade and sourcing from mass manufacturers, sits buying globally from local makers. Sourcing from these makers can improve the selection of product available and better compliment the pieces in your museum. The collections are global, so why shouldn’t the products you sell reflect that? In Ireland, these makers range from individual artisans to SMEs and they create incredible products in home, jewelry, gift, fashion, toys, baby, and more. Working with a trade development agency is like working with your local chamber of commerce or MSA chapter- except it gives you access to a whole country rather than just a city or town. Enterprise Ireland works not only to make introductions between the right vendors and retailers, but also to support that relationship. If there are questions around logistics or pricing or marketing, the vendor and retailer both have Enterprise Ireland as a resource to find solutions and continue to grow their business. Each agency works differently, but the goal is the same- to develop business for their local vendors with retailers around the world, therefore building a global marketplace that’s ready to be shopped.

MSA Knowledge Standards: ● ● ●

Breakout Session 7  Making a Pretty Penny: Displays, Merchandising, and Visuals to Pop Your Sales; Blue Anderson and David Graveen, presenters

When we see sales become stagnant, or worse, dipping when buying traffic hasn’t been affected, it could be time to ask if you store is in need of a fresh look at how it’s presented. We will take a tour of the Expo floor to look at three stellar MSA vendor booths, and learn tricks of the trade to make your merchandise pop in a sea of other products.

MSA Knowledge Standards: ● ●
Breakout Session 8  
Diversity Beyond Jargon: Managing a Truly Inclusive and Accessible Workplace; Marc B. Zimmerman, Michelman & Robinson, LLP

Museum professionals need to know what makes for a truly inclusive and accessible workplace. Toward that end, Marc will provide a range of helpful insights, from writing and implementing employment policies, job descriptions, and dress codes that are sensitive to race/gender/sexuality/age/faith/disability, to best practices for addressing workplace aggressions that may involve management, staff, and/or customers.

MSA Knowledge Standards: ☐ ☐

Breakout Session 9  
Social Media Workshop (Presented by MSA NEXT); Crystal Vilkaitis, presenter

Up-close and personal with Social Media - How to boost sales through social media and more.

MSA Knowledge Standards: ☐ ☐ ☐

Breakout Session 10  
Permission Granted: Rights and Reproductions; Stuart Hata and Stacey Stachow, presenters

Custom products based on a museum’s collection and exhibition program is an important component of any museum store’s merchandise assortment. These products create not only exclusivity, but can also generate high gross margin profits, while providing customers with educational offerings that directly relate to their museum visit. Often, the most challenging aspect of the product development process surrounds the obtaining of reproduction rights. Learn how to navigate this essential process and secure reproduction rights with finesse and skill.

MSA Knowledge Standards: ☐ ☐ ☐

Breakout Session 11  
Beyond the Name Drop: Product Development that Doesn’t Break the Bank; Jay Thomson and Ibai Demirdache, presenters

Every Museum store needs to serve its institution’s mission, meet the needs of the visitors, AND support the institution’s bottom line in a meaningful way. By presenting several case studies of product development successes (and one or two disasters too!) we’ll show you how to think beyond the name/logo drop on standard merchandise—even within a limited budget for product development. By working collaboratively with MSA vendors, product developers and store managers can create unique products that extend the museum experience into shopper’s homes and daily lives—something most museum educators and curators can only dream of.

MSA Knowledge Standards: ☐ ☐ ☐

SUNDAY, APRIL 29, 2018
4:45 pm - 5:45 pm

Breakout Session 12  
Retailing in Public Relations Strategies for Museums; Marisa Jones Issa and Erik Perez/HelloPR, presenters

Have you tried to use PR to increase editorial visibility for your organization but don’t know how to maximize your efforts? Navigating the editorial and PR worlds can be challenging. Public Relations experts Erik and Marisa will help you understand behind-the-scenes realities of PR and how it can work for your organization. Through expert tips, strategies and the “Do’s”
and “Do Not’s” of PR, this workshop will give you specifics on how, when and to whom to promote your organization to secure editorial coverage for products, in-store initiatives, and store events.

MSA Knowledge Standards:

Breakout Session 13  Millennial Shoppers: Understanding the Changing Face of Retail (Presented by MSA NEXT); Aubrey Herr, presenter

This enlightening session focuses on the changing trends in the way millennials shop, and provides solutions that some millennial buyers, managers, and vendors use to capture this demographic. In a positive focused discussion, we can try and remove some of the stigmas of the millennial by explaining the trends and the reasons for them, AND how Museum Stores are uniquely positioned to succeed with Millennial shoppers

MSA Knowledge Standards:

Breakout Session 14  Advanced Financial Assessment: Using the MSA RIR to Advocate for your Store; Andrew Andoniadis, Cathy Nagle-Ervin and Julie Steiner, presenters

What are your store’s margins and turns, and how do you compare to others? Do you have too much inventory, or is a single category (like Publications) weighing you down? Is your payroll out of whack? Should you rethink your pricing? Should your museum be investing more in your retail store overall? What comparisons should you even be making to best tell your story?

What will you say to a new museum board member who suddenly suggests your store should be more like Competitor X from the for-profit sector? And is your pay in line with other similar stores in your region? Work with the Education Advisory Group in a workshop-style session to hammer out the details of your store’s stats, and the data provided in the 2018 MSA Retail Industry Report. Attendees should be encouraged to bring their own responses to the RIR survey, so that they can lay out their case for comparison and highlight the strengths, weaknesses, and narratives that will make them stronger in negotiations within their institution.

MSA Knowledge Standards:

MONDAY, APRIL 30, 2018

10:30 am - 11:30 am

Breakout Session 16  Shine Bright Like a Diamond; Angela Colasanti of Viela LTD, presenter

In many museum stores, jewelry is one of the leading product sales categories. Patrons purchase jewelry at museums for many reasons… some want a tangible memory of their day; some purchase a gift for a loved one, and others collect pieces from a particular designer. This workshop will ask participants to take a critical look at how they sell, merchandise, display, and package jewelry in museum stores and cultural institutions. Participants will learn how to use sales strategies, customer engagement and creative merchandising to increase revenue from jewelry sales.

MSA Knowledge Standards:
Breakout Session 17  Print is Not Dead! How to Put Together a Successful Print Catalog for Your Museum Store; Maria Kwong, presenter

With the growth of cyber shopping one would think that having a well-produced paper catalog would be obsolete. But there are many things that a paper catalog can do that an electronic display of products cannot. We consider it one of our best marketing tools for the institution as a whole and it is also the best driver of people to your web site. It is the one piece of museum-generated collateral that people save and refer to even years after it is out of date. We have assembled a panel of peers who produce both wholesale and retail catalogs, to share their insights and process. Listen and see if this might be right for your institution and learn how to do it on a budget.

MSA Knowledge Standards: ● ● ●

Breakout Session 18  Working with Online Influencers; Luke Vaillancourt, presenter

One of the top marketing trends for 2018 is working with online influencers. Not surprising really as they have been shown to have 11x more ROI than traditional digital marketing. What’s more, 40% of consumers have reported purchasing an item after seeing an influencer talk about it on social media. It’s time for museums and their stores to break into this trend and start leveraging the power of influencer marketing. This session will cover all the basics of working with influencers and provide some unique ideas of how to make this work for every type of museum.

Session covers:
• Who are influencers and why should we care?
• What platforms are influencers using?
• How do influencers work with and promote products?
• How to reach out to the right influencers.
• Ideas on how museums could create unique partnerships with influencers.

MSA Knowledge Standards: ● ● ●

Breakout Session 19  Store Metrics & KPI’s: Telling your Story Through the Numbers; Tracy Cude and Andrew Andoniadis, presenters

“Run it like a business” has long been a description of an overarching way to maximize museum store revenue. Establishing meaningful goals, compiling data, measuring Key Performance Indicators and reporting progress to senior management is a critical part of this process.

MSA Knowledge Standards: ● ● ● ●