JOIN THE MUSEUM STORE ASSOCIATION AT MSA FORWARD 2020 IN CLEVELAND, OHIO!

MSA FORWARD GATHERS NONPROFIT RETAIL PROFESSIONALS FROM AROUND THE WORLD TO CONNECT, LEARN, AND DO BUSINESS.

UNLIMITED NETWORKING OPPORTUNITIES!

- **4** Lightning Learning Technology-Focused Sessions
- **200+** Vendors Showcasing Their Products
- **2** Exclusive Half Day Educational Sessions
- **16** Breakout Sessions
- **9** Exciting Learning Excursions Throughout Cleveland
NEW IN 2020

BUYER-VENDOR HUB ON THE EXPO FLOOR
Rock out at this centrally located hub on the Expo Floor! The Buyer-Vendor Hub is part lounge, part meet-up area, a spot to enjoy a quick treat, and a great place to continue conversations to grow your business. It’s also where MSA will be presenting the Buyer’s Choice Awards!

FIRST TIME ATTENDEE PROGRAM
Get an exclusive backstage pass to learn how to make the most out of MSA FORWARD. First time attendees are invited to the Thursday night reception where they will get a sneak preview of what to expect over the next few days.

MSA NEXT
MSA NEXT will have an expanded presence at MSA FORWARD, featuring a dedicated technology-focused excursion to the Cleveland Museum of Art, and a reception for young professionals to grow their networks and discuss career development. Learn more about MSA NEXT’s new strategic focus and ways to stay connected to our community throughout the year.

ENHANCED NETWORKING GALA AND SILENT AUCTION
Network, dance, and submit silent auction bids during the Networking Gala and Silent Auction. Rock out with your friends and colleagues at MSA’s most vibrant reception!

TECHNOLOGY LIGHTNING LEARNING
Discover new technologies and services that are advancing sales and customer services within stores across the country. These 20 minute “mini-sessions” give you quick insights into the advancements of the retail industry.

CLOSING LUNCHEON AND AWARDS CEREMONY
Celebrate success in museum stores with the presentation of the 2020 MSA Board and Recognition Awards. Each year, we recognize outstanding contributors to MSA and the nonprofit retail industry.
# PRELIMINARY SCHEDULE

## THURSDAY, APRIL 23
- **9:00 am - 4:00 pm** Full Day Learning Excursions
- **6:00 pm - 8:00 pm** Volunteer & First Timer Reception

## FRIDAY, APRIL 24
- **8:00 am - 11:30 am** Half Day Learning Excursions
- **8:00 am - 12:00 pm** Exclusive Educational Sessions
- **1:00 pm - 2:30 pm** Welcome & Opening General Session: MSAxCleveland
- **3:00 pm - 4:00 pm** Museum Store Discussion Groups *(by sales volume)*
  - Institutions Only
- **4:30 pm - 5:30 pm** Chapter Meetings
- **5:45 pm - 7:00 pm** MSA NEXT Young Professionals Reception

## SATURDAY, APRIL 25
- **7:30 am - 8:00 am** Continental Breakfast & Expo Hall 101
- **8:00 am - 9:00 am** General Session: Robert Spector
- **9:00 am - 9:15 am** Networking Break
- **9:15 am - 10:15 am** Breakout Sessions
- **10:15 am - 10:30 am** Networking Break
- **10:30 am - 11:30 am** Breakout Sessions
- **11:30 am - 1:20 pm** Membership Meeting & Luncheon
- **1:30 pm - 1:45 pm** Expo Floor Ribbon Cutting
- **1:30 pm - 6:00 pm** Expo Hall Open
- **3:00 pm - 3:30 pm** Networking Break at the Buyer-Vendor Hub
- **6:30 pm - 9:30 pm** MSA Networking Gala & Silent Auction

## SUNDAY, APRIL 26
- **7:30 am - 8:00 am** Continental Breakfast
- **8:00 am - 9:00 am** General Session
- **9:00 am - 4:30 pm** Expo Hall Open
- **10:45 am - 11:15 am** Networking Break at the Buyer-Vendor Hub
- **12:00 pm - 1:00 pm** Lunch on Expo Floor
- **1:00 pm - 1:30 pm** Buyers Choice Award Announcements
- **3:00 pm - 3:30 pm** Networking Break at the Buyer-Vendor Hub
- **4:40 pm - 5:30 pm** Technology Lightning Learning Sessions
- **5:30 pm - 7:00 pm** Chapter Officer Think Tank

## MONDAY, APRIL 27
- **7:30 am - 8:00 am** Continental Breakfast
- **8:00 am - 9:00 am** Museum Store Discussion Groups *(by institution type)*
  - Open to All
- **9:15 am - 10:15 am** Breakout Sessions
- **10:15 am - 10:30 am** Networking Break
- **10:30 am - 11:30 am** Breakout Sessions
- **11:30 am - 12:45 pm** Closing Luncheon & Awards Ceremony
- **1:30 pm - 5:00 pm** Half Day Learning Excursions
CELEBRATE WITH MSA!

MSA Networking Gala and Silent Auction
Saturday, April 25 | 6:30 pm – 9:30 pm
Socialize with your colleagues and celebrate the MSA community in style! Enjoy live music, local food and drinks, and bid on special items donated to the silent auction!
Proceeds from the Silent Auction benefit the MSA Memorial Scholarship Fund and the hosting Midwest Chapter.

Closing Luncheon & Awards Ceremony
Monday, April 27 | 11:30 am – 12:45 pm
Cap off MSA FORWARD 2020 as we celebrate outstanding achievement and dedication in the field of nonprofit retail. Join your colleagues at this closing luncheon for the Board Awards, including the M Award for Excellence, as well as achievements in Visual Merchandising, Product Development, Pop-Up Store, Museum Store Sunday Special Event, Museum Store of the Year and more.
HEADLINE PERFORMERS

MSA FORWARD’S GENERAL SESSIONS WILL FEATURE HIGH-LEVEL SPEAKERS WHO WILL PROVIDE INSIGHTS INTO HOW TO ELEVATE YOUR STORE TO ROCK STAR STATUS.

ROBERT SPECTOR
Opening General Session Speaker
Friday, April 24, 2020

Robert Spector is an international bestselling author, speaker and consultant who has worked with numerous Fortune 500 companies worldwide. He is acknowledged as the leading authority on the Nordstrom company, as the only person to have interviewed three of the four generations of Nordstrom family leadership. His three decades of studying this world-class, customer-obsessed company has yielded a series of books under the umbrella title of, The Nordstrom Way, featuring a Top Business Book of the Year selection by Forbes Magazine.

KAREN PURVES
Closing Luncheon & Awards Ceremony
Monday, April 27, 2020

Karen Purves is a communications expert specializing in Interpersonal Neurobiology principles and affective neuroscience findings. In the last decade, neuroscience has made incredible strides in understanding how the results of communication affect others’ thoughts, emotions and responses. During her presentations, Karen shares instantly usable tips for communication via email, phone, and in-person that can be applied internally with staff or externally for customer service, sales, or marketing.
BREAKOUT SESSIONS

MSA is leveraging its trusted relationships within the nonprofit retail industry to create a set list of retail rock stars who will lead a variety of unique sessions. Each of these stellar acts will educate attendees on the best practices and most innovative new ideas for store promotions, marketing, sales, and more! Visit the MSA website to read full session descriptions.

Sessions follow the MSA Knowledge Standards that highlight the core knowledge, skills, and abilities needed to excel at the daily responsibilities of a nonprofit retail professional. Look for these categories when building your schedule!

**MSA KNOWLEDGE STANDARDS**

- Merchandise Planning
- Visitor Relations
- Operations
- Financial Management
- Human Resources
- Marketing & Communications
- Technology
- Strategic Management
One Hit Wonders, Or Retail Rock Stars? Best Practices for Creating and Engaged and Motivated Sales Team

Your most valuable asset is your staff. If hiring, managing, and motivating your sales associates has you singing the blues, this session is for you. Learn ten key metrics for assessing your sales associates’ performance and expand basic “customer service training” into proven professional development strategies that build your team’s strengths and keeps them engaged.

Objectives:
- Learn ten key metrics to track sales associates’ performance over time
- Learn best practice strategies for their staff’s professional development
- Access to tools to track their staff’s progress, and other resources for professional development

Speaker: Jay Thomson, Chrysler Museum of Art

How to be Digital (and not Alienate People)

Explore how the UK’s National Theatre uses e-commerce and social media in tandem to grow sales, increase their brand awareness, and have conversations with new audiences. All while keeping the drama confined to the stage.

Learn how the National Theatre has grown their online business, developed a new Shopify site, leveraged PR, along with the benefits and pitfalls of having a separate social media estate. There will be memes.

Objectives:
- Growing an e-commerce business within the museum sector, especially for small to medium scale institutions with competing priorities and limited resources.
- How to use, and have fun with, social to drive conversations, traffic, and sales.
- Real life examples of what does and doesn’t work to drive traffic in our sector.
- The benefits vs. negatives of having your own retail ‘brand’ social media and websites against using your home institution’s infrastructure.
- How we navigate internal communications with colleagues in Marketing and Press departments to keep Commercial considerations a priority, whichever option you choose. Tips and tricks included.

Speaker: Thomas Dykes, National Theatre

MSA KNOWLEDGE STANDARDS

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Packing a Punch: The Ins and Outs of Museum Retail Packaging & Collateral

Store packaging plays an important role in the marketing mix for museum retailers. Distinctive and consistent museum retail packaging is not only an important extension of an institution and store’s brand, but it also acts as the physical embodiment of the institution and store in the customer’s hand and home. Well-produced and designed packaging contributes highly to the overall impression that your museum store leaves on the minds of your customers and visitors. In this session, museum packaging experts and suppliers will discuss the ins and outs of strategically developing and realizing consistent museum retail packaging and related collateral that delivers brand impact with functional ease.

Objectives:

• How to strategically plan for developing museum retail packaging that uniquely reflects your institution while delivering key marketing messages
• How to work with internal stakeholders and external service providers to determine design, formats, pricing, and production
• How to supplement packaging with related promotional and marketing collateral and why this is important
• How to maximize sales through product placement, signage, and selling tips
• How to plan for budget, project purchase quantities, and estimate usage

Speakers: Stuart Hata, Fine Arts Museums of San Francisco; Colleen Higginbotham, Chrysler Museum of Art; Sandy Bastone, Prime Line Packaging

Museum Product Photography with a Smartphone

In a follow up to DIY Product Photography, presented at MSA FORWARD 2019, this session will show attendees how to take their photography skills to the next level so that they can produce museum-quality photos on a budget. Learn how to use your everyday smartphone to produce classic, “studio” product photography and build a professional photo studio for under $100 and in 15 square feet. Expand the reach of your product photos using social media and learn how to build a brand, gain followers, and grow sales via Instagram and Facebook.

Objectives:

• Attendees will learn how to utilize their smartphone to create captivating photos to use to promote their store and products.

Speaker: David Graveen, Popcorn Custom Products

MSA Knowledge Standards

• Merchandise Planning
• Visitor Relations
• Operations
• Financial Management
• Human Resources
• Marketing & Communications
• Technology
• Strategic Management
How To Attract & Hire Great Workers In 2020

What motivates job seekers most in 2020? How can you get the workers you need when it seems like everyone is already working? Quickly improve your job postings based on nine things that attract today’s worker more than pay and benefits. Discover five “leaks” in your hiring process that scare the best workers, and see a complete hiring funnel that will help you attract better workers. Discover how to better utilize tools like Facebook and LinkedIn to attract potential employees, and get better quality results from Indeed and other online recruiting platforms.

Objectives:
- What motivates job seekers most in 2020
- Five hiring process mistakes that scare away workers
- Social media hiring strategies

Speaker: Cathy Nagle-Ervin, Eastern National

Do Museums Need Stores?

With Amazon dominating most retail markets and concessionaires aggressively pursuing museum retail operations, why do museums need stores at all? Victor Oliveira will share thought provoking ideas and talking points for communicating with your administration about maintaining an independent retail operation.

Objectives:
- Talking points to share with their institutions and administrators
- How to present their operations as a benefit to their organizations
- The importance of museum retail as part of the visitor experience

Speaker: Victor Oliveira, Peabody Essex Museum

MSA Knowledge Standards
Collaborating to Create Sales

Collaboration between buyers and vendors can unlock the key to many positive results for museum stores – new product development, joint promotion, integrated social media campaigns, unique and tailored merchandising, and so much more. The challenge is figuring out the answers to these key questions. Who can we collaborate with? What can we collaborate on? How do we get started? Most importantly, how do we ensure it works for both of us? Well planned and executed collaborations can lead to greater customer engagement, increased sales, increased reach, higher customer satisfaction, and indeed increased job satisfaction! So what is there to lose?

Objectives:
• To be able to assess if collaborations can benefit their store
• To understand how to identify vendors with which they can collaborate
• To understand the process of planning a collaboration
• To understand the resources (time and financial) that can be required
• To understand the potential impacts and how to assess them

Moderator: Nicola Doran, Design and Crafts Council of Ireland

MSA Knowledge Standards

Success with Consignment Vendors: Incorporating Local Artists Into the Store Mix Can Help Build Community Support and Build Store Profits With No Initial Investment

In this session, discuss the best process for selecting artists whose work reflects the mission of your institution to build community involvement within your store. Discuss the importance of having all artists on a consignment agreement that clearly discusses payment terms, length of agreement, separation terms and more. Learn to easily manage the inventory, payments, and replenishing stock with the consignment vendors on a monthly basis. Attendees will receive sample documents that will aid them in implementing this process in their stores.

Objectives:
• At the conclusion of this session, participants will be able to develop criteria for selecting items and consignment vendors relevant to their museum’s mission that will help increase store profits.
• At the conclusion of this session, participants will be able to develop a plan on how to compose agreements, compile sales, and distribute payments
• At the conclusion of this session, participants will be able to plan store events, and cross-promoting social media strategies with local artists that help promote their exclusive merchandise
• At the conclusion of this session, participants will walk away with examples of how to build relationships with local artists as consignment vendors and gain community support

Speaker: Aylin Tito, Boca Raton Museum of Art

MSA Knowledge Standards

MSA KNOWLEDGE STANDARDS

- Merchandise Planning
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Van Gogh vs Versace

Brands like Versace or Gucci are fighting for your attention, they want brand recognition and they want to establish an identity that customers can connect with. These brands spend hundreds of millions of dollars a year to promote their brand. The “brand” of Van Gogh, Monet, or many of your Institutions themselves, are equal to and greater than any luxury brand in the world. In this session, discuss actual steps and strategies you can use to elevate your store based on the brand recognition of your exhibits. Learn proven ways to increase distribution and revenue.

Objectives:
- Identifying the brand message and target customer for their store
- Step by step process on how to develop a line of custom scarves for their store
- How to license works from their collection, making it easier to develop products for their stores and beyond
- How to start earning royalties and expanding your distribution network

Speaker: Jason Faulkner, Printed Village

MSA Knowledge Standards

Group Talk: Schools and Tours are Here!

This session will include insights, tips and tricks, and best practices from MSA stores who are particularly skilled at handling big groups whether it be school kids, tour groups, or any other type of group that walks through the museum doors.

Objectives:
- Best practices for managing store sales from groups
- Clear processes that can be tailored to each museum depending on size and interest
- Recognizing the revenue stream from groups and how to manage that income and grow that part of the business

Moderator: Kelli Davis, Science Center of Iowa

MSA Knowledge Standards
Trials, Tribulations, and Triumphs of Opening an Additional Store

This session is for those that want to present the idea of an additional store in a new location but need help on execution and how to start such a vast project. Regardless of the size of the store, careful planning is key to success. This session will address how to make a plan, broach the subject with upper management, determine staffing, work with contractors, and more!

Objectives:
- Understand how working with other departments is important to proper execution
- Increase store volume and store operations
- Use financial management to successfully integrate and add value to your institution

Speaker: Alicia Catalano, Cantigny Park

5 Corporate Retail Merchandising Secrets to Boost Sales

When sales are low, a lot of people are quick to put blame on poor customer service, inadequate training, low traffic, the list goes on. However, the slightest changes visually can increase your sales. If something is not selling well sometimes just the slightest tweak can have the greatest impact. Far too often managers within a nonprofit retail environment do not think they can compare themselves to a corporate retail store. We know our niche and our audience, BUT what we can do is learn from the corporate retail stores, and apply their visual merchandising tips and tricks to our nonprofit retail store.

Objectives:
- Sticker everything
- 3 easy tricks to tell a color story
- 5 ways to engage the customer’s senses
- Window display 101
- 5 steps to take your signage to the next level

Speaker: Amberly Brislin, American Saddlebred Museum

MSA KNOWLEDGE STANDARDS

- Merchandise Planning
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In this session, determine how leveraging your involvement with MSA and the valuable resources within the organization can take your business to the next level. Leave this session with several Dos and Don’ts with the feedback of a varied group of buyers on how to manage all things MSA. How do we make those connections? How do we create the best environment on the trade show floor? And what about those chapter meetings? What is the best way to follow up? Learn to effectively listen to buyers, recommend collaboration among trusted vendors, hear about volunteer opportunities available to MSA members, and much more! Effectively grow your businesses as a vendor while enhancing your relationship with buyers.

This session will feature specific guidelines and a lively discussion to answer all your questions about working the MSA Mingle and driving business!

Objectives:

- How to make the most effective use of your MSA membership.
- How to get things done at the chapter level — working with trade show management as well as MSA board and staff.
- How to engage with buyers outside of the realm of the “sell”, addressing product development practices as well.
- How to engage with fellow vendors to achieve positive results for the MSA.
- How to get the most “bang for your buck” from the opportunities that are presented to us.

Moderators: Mary Lind Mahmud, WorldFinds and Daedre Berryman, Studio Daedre

Speakers: Stephanie Fridge, Museum of the Bible; Michael Silverman, Oakland Museum of California; and Ann Nicknish, Figge Art Museum

Wag More, Bark Less – Reducing Negativity in the Workplace

Deal with difficult people? Spend too much of your day handling personality conflicts among staff? Explore 14 different ways people express negativity and learn a tip for dealing with each one. You’ll learn effective skills on handling a broad spectrum of negative personality styles – and see how you can adjust your own attitude to help stay positive and improve organizational excellence! Receive tips on exactly what to say to whom, so you can go back to work and do something different immediately. After participating in this program attendees, on average, said their ability to handle negative situations in the workplace improved 28%. This program is intended for attendees who lead other people.

Speaker: Karen E. Purves, M.A., International Speaker

MSA Knowledge Standards

- Merchandise Planning
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CONNECT ON THE EXPO FLOOR!

MAKE NEW CONNECTIONS THAT WILL GROW YOUR PROFESSIONAL NETWORK BY WALKING THE EXPO FLOOR. MORE THAN 200 VENDORS WILL BE SHOWCASING THEIR MOST INNOVATIVE PRODUCTS AND SERVICES!

EXPO FLOOR ACTIVITIES

The Buyer-Vendor Hub is part lounge, part meet-up area, a spot to enjoy a quick treat, and a great place to continue conversations to grow your business.

Browse the Museum Market, a dedicated area where museum wholesalers will highlight their products and services.

Check out the Buyer’s Choice Display, where all finalists will have their products on display.

TOP TEN PRODUCTS FEATURED ON THE EXPO FLOOR!

1. Custom Products
2. Jewelry
3. Books & Related
4. Games & Toys
5. Made in America
6. Education Products
7. Souvenirs & Promotional
8. Independent Artist
9. Apparel
10. Paper Products

SEE THE 2020 VENDORS AND EXPO FLOOR PLAN
LEARN PROVEN STRATEGIES FROM CLEVELAND’S CULTURAL INSTITUTIONS!

Learn first-hand how local museums and cultural institutions successfully conduct business and generate sales throughout the year. Visit the MSA website to find pricing and full descriptions of excursions.

**EXCURSION SCHEDULE**

**Thursday, April 23 | 9:00 am – 4:00 pm | $95**

*Options Include:*
- Cleveland Museum of Art & Cleveland Botanical Garden
- Museum of Contemporary Art & Cleveland Botanical Garden
- Pro Football Hall of Fame

**Friday, April 24 | 8:00 am – 11:30 am | $65**

*Options Include:*
- Cleveland Museum of Art Sponsored by MSA NEXT
- A Christmas Story House & Western Reserve Fire Museum and Education Center
- International Women’s Air & Space Museum and Police Historical Society

**Monday, April 27 | 1:30 pm – 5:00 pm | $65**

*Options Include:*
- FirstEnergy Stadium (Home of the Cleveland Browns)
- Rock & Roll Hall of Fame
- Cleveland History Center & Crawford Aviation

*Excursions require additional cost and do not include lunch.*

LEARN MORE ABOUT EXCURSIONS
EXCLUSIVE EDUCATIONAL SESSIONS

**MSA RETAIL BOOT CAMP**

*Friday, April 24 | 8:00 am – 12:00 pm | Open to MSA Members Only | $95*

**Speaker:** Andrew Andoniadis, Museum Store Consultant at Andoniadis Retail Services

MSA’s core learning session focuses on the subjective factors and relevant metrics related to the generation of gross revenue, managing expenses that lead to the maximization of profitability, aspects of the store’s impact on the visitor experience and general management fundamentals. The emphasis will be on how you can ‘own’ the process through planning and evaluation. The seminar is aimed at new managers, managers new to cultural commerce, and as a refresher course for others.

Successful nonprofit retail is a combination of art and science. The art includes product selection, merchandising, display, customer experience, and layout and design. The science lies in the numbers, including the analysis and understanding of revenue, profitability, expenses, benchmarks and many other factors. MSA Retail Boot Camp is designed to give you the knowledge you need to advance your career and ensure the success of your store.

**UNDERSTANDING MUSEUM TRENDS AND VISITOR EXPERIENCE: A DEEP DIVE INTO THE DATA, AN IMPACTS EXPERIENCE**

*Friday, April 24 | 8:00 am – 12:00 pm | Open to MSA Members Only | $175*

**Speaker:** Colleen Dilenschneider, publisher of *Know Your Own Bone* and Chief Market Engagement Officer at IMPACTS Research & Development; Jim Hekkers, Chief Strategy Officer at IMPACTS Research & Development

Explore a data driven approach to understanding trends impacting cultural institutions, with data pulled specifically for MSA from the National Attitudes, Awareness, and Usage study.

The first half of this session will provide a data-informed overview of national museum audiences and the preferences and interests of people who visit museums, how that can inform various aspects of strategic purchasing, marketing, and other strategic operations related to museum stores.

The second part will cover the Visitor Engagement Cycle – an overview of key trends related to what motivates a museum visit and how to entice people to return, with a focus on how museum stores influence these areas.

Exclusive Educational Sessions are for MSA members only, require an additional fee, and do not include lunch.
Register for MSA FORWARD by March 4 and save up to $100. Vendor registration options can be found on the MSA website.

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Interested in bringing your senior-level museum executives to conference? Share your MSA FORWARD experience with your senior management so they can better understand the value of your museum store and your MSA membership.

EXECUTIVE FOCUS PROGRAM
EXPERIENCE THE ROCK AND ROLL CAPITAL OF THE WORLD!

STAY WHERE THE ACTION IS!

Book your room at the Hilton Cleveland Downtown, which is directly connected to the Huntington Convention Center of Cleveland, where all the MSA FORWARD events will be taking place!

Take advantage of the exclusive MSA discount by booking before Monday, March 30, 2020 and save!

BOOK MY ROOM

Take Advantage of Everything Cleveland has to Offer!

The renaissance metropolis of Cleveland, Ohio offers a rich cultural history as well as a nationally recognized mecca for the modern foodie. Visit the world-renowned, technically-advanced Cleveland Museum of Art with MSA NEXT, and learn hands-on success tips from multiple Cleveland institutions on the MSA FORWARD Learning Excursions.