ACE STUDY DAY
Ecommerce for Smaller Venues
25 April 2017
Royal Armouries, Leeds

PROGRAMME

1000-1030   Registration and Coffee

1030-1040   Welcome and Introduction

1045-1130   *The Homebrew Method: Building Your Ecommerce Platform in-House*: Arran Cross, Retail Special Projects and Buying Manager, Royal Armouries

Since joining the Royal Armouries 6 month ago, Arran has undertaken several special projects related to overhauling the museum's retail and e-commerce offers. Through new ways of working and tactical changes to the deployment of the ecommerce strategy, the Armouries saw a record breaking rise in their ecommerce performance in the second half of 2016. From integration to automation and fulfilment - find out more about the pros and cons of setting up and running an online shop in-house and the workload involved.

1130-1215   *A Technophobe Transformed*: Chris Needham, General Manager, Cathedral Enterprises, Canterbury Cathedral

Chris will talk about and show how to save some money and learn about populating a site once the framework is in place. Starting with a wish list and very little knowledge Chris and his team worked with a friendly developer to have a site which was a finalist at this year's ACE Best Product Awards. He has never met or spoken to the developer.

1215-1245   *Measuring Success*: Joanna Dorrington Brook, Sales & Marketing Executive Royal Armouries

Joanna will be speaking about how the Royal Armouries have used Google Analytics to measure success for the online shop. The presentation will focus on specific marketing activity that took place from Black Friday and over the Christmas period and will look at the effect of this marketing activity on both site traffic and sales activity.

1245-1330   Lunch

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1330-1415 *Consumer behaviour: Online versus in-store? Are they radically different?*: **Belinda Eldridge: Director of Development and Commerce, Yorkshire Sculpture Park**

The consumer buying process is a complex matter, as many internal and external factors have an impact on the buying decisions, marketing and presentation of products. Nowhere is this more apparent than the Yorkshire Sculpture Park, whose audience changes dramatically according to exhibition. Director of Development and Commerce at YSP, Belinda Eldridge, talks about how consumer profiles are determined in parallel with programme and how buying behaviours differ online and in-store from season to season.

1415-1500 *Case Study: Transforming Museum Retail at Bristol Culture*: **Mark Pajak,Bristol Museums**

Mark will take a look at how online and onsite retail at Bristol Museum and M-Shed has become more efficient using Shopify, resulting in a %50 increase in sales. Their aim for 2017 is to maximise the buying workflow, i.e. ordering by need not assumption, and optimise online retail for users by experimenting with collections and analysing traffic through the website.

1500-1545 *Back In The House: The Positives And Negatives of Working With an External Digital Marketing Agency When Running a Gallery Online Shop*: **Becky Eltringham: Retail Operations Manager, BALTIC Centre for Contemporary Art**

In 2014, with a bespoke online shop that was, at best, badly functioning, BALTIC Shop decided to go 'off the shelf' and set up their online offer through Shopify. They also looked to an external eCommerce specialist to assist in designing the site, managing paid advertising and advise on online marketing. Online manager, Becky Eltringham, looks at the pros and cons of working with someone 'out of house', why they decided to part ways with the company after 12 months and what the difference and benefit have been bringing all running of the online offer 'in house' for the last year.

1545-1600 **Summary and Close**