



Welcome to ACE

Unlocking commercial potential



“

ACE grows and grows year on year ... it's a vital part of our industry now and a really important touchstone for anyone coming into this sector.

Sara Aspley
Director of Commercial Services
Royal Shakespeare Company

”



Why join ACE?

The Association for Cultural Enterprises (ACE) helps museums, galleries and cultural attractions to maximise their commercial potential through a diverse programme of training and networking events.

ACE membership offers a unique opportunity to learn and share experiences with the biggest network of professionals in the commercial cultural sector. Our training events and resources are designed to help you make the most of your shop, café and other income generating activities.

The great news is that once your organisation has joined ACE, the benefits of membership are available to all employees. Make sure you sign up for our **weekly e-newsletter** at acenterprises.org.uk and remind your colleagues to do so as well so that you can all keep up to date with the latest news and events.

ACE helps over 2,500 professionals in cultural trading to do ... but do it better

Opposite (clockwise from top): Café No 6, Pendennis Castle; ACE Shop of the Month winner, The Manor Shop, Waddesdon Manor; IWM Duxford Shop. Right: ACE host venue, The Royal Pavilion, Brighton.





Training and Networking Events

We offer a wide range of events to sharpen your skills and keep you up to date with the latest thinking in cultural trading. Topics include retail, finance, marketing, publishing, ecommerce, venue hire, box office and catering.

[Annual Conference and Trade Show](#) A fantastic two day event featuring a topical and diverse seminar programme, a carefully curated trade show, and the industry-led ACE Best Product Awards, as well as unmissable networking opportunities with top cultural trading experts from the UK and abroad.

[Masterclasses](#) Practical skills-based workshops which will equip you with the tools and strategies you need to increase profitability and outcomes.

[Study Days](#) Peer to peer talks in which colleagues from the sector share case studies illustrating recent successes and challenges.

“

It's so good to meet new people and get some really good ideas ... I always go away feeling inspired and motivated.

Laura Mullins
Buying Manager
Imperial War Museums

”

[Click here to view the 2018 ACE Events Calendar](#)

ACE events take place in our members' amazing venues... what better way to get inspired?

View from the Top Our flagship study day in which leading senior managers from a variety of cultural sites share highlights and learnings as well as future plans.

Day in the Life A fascinating series that takes us behind the scenes at member venues to learn first-hand about latest developments and projects.

ACE on Tour Our annual field trip to a cluster of cultural venues to learn about what goes into their commercial operations.

Regional Talking Shops An opportunity to meet with colleagues in your region and exchange learnings and experiences, as well as hear case studies from guest speakers.

Breakfast Briefings Get the facts you need about legislation that may affect your enterprise, such as data protection, and do some networking over a croissant or two!

[Click here to view the 2018 ACE Events Calendar](#)

Opposite & this page top & centre: Seminars, question time panel and networking at the ACE Conference & Trade Show. Right: ACE host venue, Tate Britain.





Campaigns and Awards

We aim to raise awareness of the commercial cultural sector, and as such we've created a number of ways for you to reach a wider audience and increase sales as well as showcasing creativity and innovation within your organisation.

[ACE Best Product Awards](#) Our prestigious annual awards are widely regarded as a badge of excellence within the cultural trading sector, showcasing the very best of innovation in commercial activities. A unique opportunity to achieve industry-wide recognition as well as increased publicity for your organisation.

[Shop/Café of the Month](#) An opportunity to show off your venue to fellow ACE members as well as the wider public. Monthly winners are featured in the ACE e-newsletter, as well as on our website and social media pages, and are also entered into the [Best Shop](#) and [Best Café](#) categories at the ACE Best Product Awards.

[Museum Shop Sunday](#) This annual campaign provides our members with a fantastic opportunity to attract new audiences during the busy Christmas shopping period. We promote Museum Shop Sunday as THE day to shop at museums, galleries and cultural venues worldwide. ACE members receive a marketing toolkit, as well as event and publicity assistance.

This page from top: ACE Best Product Award winners National Theatre, Derby Museums and Wellcome Collection. Opposite from top: Eye-catching product ranges at Bodleian Library and IWM Duxford; ACE Café of the Month winner, The Treaterie at Waddesdon Manor.

Resources

We've developed a range of online resources to help you maximise your commercial effectiveness and build vital skills for your teams.

[CultureShop.tv](#) A series of films offering expert advice on how to make your shop the very best it can be. The films showcase a variety of inspirational case studies, with insights and commentary from cultural retail experts. Each episode is accompanied by downloadable fact sheets on key topics such as buying, merchandising and finance.

[ACE Retail Benchmarker](#) Our online tool enables you to measure, monitor and compare your commercial KPIs, providing a useful overview of the cultural retail sector.

[Model Contracts](#) A comprehensive suite of commercial legal templates for ACE members to use in areas such as catering, venue hire, licensing, publishing, picture libraries and general procurement.

“

We are so lucky in this sector that people will share their experiences and even sales data! Meeting these people through ACE has been invaluable.

”

Katie Fairburn
Buying & Merchandising Manager
The Postal Museum



Full Membership

Full membership is open to any cultural organisation that has charitable status, or is run as a not-for-profit organisation. Your commercial activities might include retail, publishing, licensing, picture libraries, catering, ticket sales, ecommerce and venue hire. As a Full Member you'll enjoy all these benefits:

Training & Networking

- Up to 50% discount on all ACE events
- Free and exclusive member events such as ACE Breakfast Briefings
- Free attendance at quarterly regional Talking Shops
- Opportunity to enter the ACE Best Product Awards
- Exclusive ACE Members' LinkedIn group

Services & Resources

- Access to the sector's most curated group of commercial partners and suppliers
- Weekly e-newsletter with industry news, member case studies, jobs and events
- Comprehensive set of commercial legal templates
- The only retail benchmarking tool for the sector
- Marketing campaign toolkits with logos, web banners and templates
- Job advertising service – recruit the best in the sector at discounted rates

[Click here to join ACE](#)

This page from top: ACE Shop of the Month winner, National Theatre Bookshop; ACE Café of the Month winner, The Whitworth. Opposite from top: ACE Trade Show; Jewellery Pavilion, V&A Shop.



Associate Membership

Associate membership is open to suppliers of goods and services, including professional consultancy, and provides you with unparalleled opportunities to create high-quality, targeted access to your dream client list. As an Associate Member we offer you a number of ways to raise your profile:

Advertising, Training & Networking

- Priority booking for exhibition stands at the ACE Conference & Trade Show
- Up to 40% discount on study day fees
- Sponsorship and speaker opportunities
- Advertising slots in the ACE weekly e-newsletter
- Eligibility for Best ACE Supplier at the ACE Best Product Awards
- Exclusive access to the ACE Members' LinkedIn group
- Listing in the online Supplier Directory with a link to your website

[Click here to join ACE](#)

“

Being an ACE member has been a big part of our success. It's opened doors through networking and high quality events, and continues to be a very relevant point of reference.

Diane Williams
Director, Quince Retail Consulting
ACE Associate Member

”



Annual ACE Trade Show

Our [Trade Show](#) is the only one that is designed specifically to meet the needs of retailers and book buyers in the cultural sector. Here are just a few of the reasons why you won't want to miss it.

- The show is carefully curated by ACE and tailored to your interests
- It saves you time - no more hard work searching out the suppliers that are relevant to you amidst the hundreds that aren't!
- Our exhibitors understand the needs of buyers in the cultural sector
- Many of our exhibitors have well established relationships with ACE members
- Last but not least - it is absolutely FREE!



This page: ACE Trade Show; Opposite (clockwise from top): Networking at the ACE Gala Dinner; ACE host venue, The British Library; ACE Shop of the Month winner, The BALTIC Shop; ACE Café of the Month winner, The Espresso Bar, National Theatre

Like to know more? Visit acenterprises.org.uk to see how we can help you grow your business.





Association
for Cultural
Enterprises

Find out more at
acenterprises.org.uk

