

An Introduction to Visual Merchandising

Date: Tuesday 18 September 2018

Time: 10:00 – 16:00

Location: Museum of London, London Wall

Facilitator: Elizabeth Coningsby

Trainer: Polly Redman

What will be covered?

Visual merchandising is one of the most underrated, but also most decisive parts of a shop. It doesn't only determine the ambiance of the shop, but is also the driving force behind your sales and therefore a very important part of running a shop successfully.

This practical and interactive workshop will show you the basics of visual merchandising and the theory behind it to give you a better understanding of why the way your shop looks and where you place things is as important as the stock you have in it. This introductory session will cover the theories behind visual merchandising your shop and its importance, in addition to some practical visual merchandising exercises. Fixtures and fittings will be discussed, as well as the techniques used for effective merchandising. We will also have the opportunity to hear some case studies from some London museums, who will share from their experience.

Polly Redman is currently responsible for retail, marketing and operations at Braintree Museum. She is also a freelance museum retail consultant, frequent speaker and facilitator of workshops at museum retail events. Polly has an extensive background in retail as well as experience of working in the heritage sector, nationally and internationally.

Who should attend?

Anyone who has the responsibility for, runs, works or volunteers in a museum shop or is thinking about opening/being part of a museums shop.

Approximate session timetable:

10am	Delegates arrive + tea and coffee
10.15	Start introduction to the day, health and safety
10.30	Visual Merchandising; Behind the Scenes
11.30	Break
11.45	Visual Merchandising; The Techniques
12.45	Lunch
13.45	Visual Merchandising; Putting it into Practice
14.45	Break
15.00	Case Study 1
15.20	Case Study 2
15.40	Round up the day opportunity for last questions
16.00	Close

Learning objectives

By the end of this briefing you will:

- Understand why visual merchandising is important and beneficial for your museum shop.
- Pick up merchandising ideas and techniques to transfer to your own museum shop.

Support towards Museum Accreditation:

- 1.4 Organisational Health: Effective Forward Planning
- 3.2 Users and their Experience: User-focussed experience

Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep the **18th September** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non National Portfolio museums in the London region. A late cancellation (less than 24 hours) / no show charge of **£20** will be applicable.

Light refreshments will be provided. Information will be given to confirmed delegates.

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