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**The Business of Museums and the Engagement of 21st Century
Audiences
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The Business of Museums and the Engagement of 21st Century Audiences

ABSTRACT

Within the sub-theme of Collaboration, Partnerships, and Mergers – the author will create an engaging discussion with attendees on how the business of museums lends itself to building collaborative and viable business partnerships which can be beneficial both in terms of revenue and audience engagement. A second element will examine through case studies how organizations such as the Oxford University Museum Partnership, The Lightbox Museum and Gallery as well as the British Museum and Museum of London retool and refocus their commercial interests to build sustainable partnerships and mergers with non-museum sector organizations to expand their retail and enterprising activities. Attendees and participants will gain an insight into these trends and methods currently being used by both large museum and small independent museums in the UK to grow their audiences through none traditional methods. Similarly, the author will demonstrate how non-traditional enterprising approaches to stewardship and education can demonstrate the public value of museums in an age when limited funding and completion for resources require museums to become more creative and collaborative outside their traditional roles, whilst continuing to engage and capitalize on the growing sophistication of 21st century audiences.

About the author/presenter

Harris has a M.A. in Museum and Galleries from the University of Westminster where his dissertation focused on *The Business of Museum and the Engagement of its People*. He is currently a Doctoral Researcher within the Leadership and Professional Development Department at Westminster Business School with a research focus on the business of museums and the leadership development of museum professionals. Harris also has an B.A. in Human Resources and a Certificate in Public Administration from Brock University, Ontario Canada, a professional qualification in personal management (UK/Canada) as well as being a Certified Psychometric Test Professional. He is a member of Association of Independent Museums (UK), Museum Association (UK/USA) as well as The British Academy of Management. Harris has extensive cultural and heritage governance experienced having been the former Chair and Deputy Chair/s of the Cayman Islands National Museum, National Gallery and National Trust of the Cayman Islands respectively. Harris has presented at numerous conferences on his research area and continues as a consultant for Landmark an international management, leadership and public relations consultancy.