

GROUP SALES AND GUEST EXPERIENCE INTERNSHIP



Cate Farrell 22': Growth and Structure of Cities Major
Nicole Smith, Field Supervisor: Manager of Guest Experience & Group Sales at the Asian Art Museum
Sarah Lidwell, Field Supervisor: Guest Experience Supervisor at the Asian Art Museum
Monique Scott, Faculty Advisor: Associate Professor of History of Art and Director of Museum Studies
Sylvia Houghteling, Faculty Advisor: Assistant Professor of History of Art

THIS PAST SEMESTER I DID A REMOTE INTERNSHIP WITH THE ASIAN ART MUSEUM WITHIN THEIR GROUP SALES AND GUEST EXPERIENCE DEPARTMENT.

The San Francisco Asian Art Museum



The Asian Art Museum houses over 18,000 pieces of art. Avery Brundage founded the museum in 1966 with his collection of Asian art. The museum was originally located in Golden Gate Park. The Asian art Museum moved to downtown in 2003. In 2017 they started a \$90 million dollar transformation project of their building which used to be a library.

Their Mission: The Asian Art Museum celebrates, preserves, and promotes Asian and Asian-American art and cultures for local and global audiences. We provide a dynamic forum for exchanging ideas, inviting collaboration, and fueling imagination to deepen understanding and empathy among people of all backgrounds.

WHAT IS GROUP SALES?

Group sales is for large groups wanting to visit a museum. At the Asian Art Museums your group qualifies for a reduced rate if it is more than 10 people. At the Asian Art Museum they offer both self guided and Docent tours as group options. This gives guest the flexibility to do whats best for their group.

Throughout my internship we have talked about different audiences. A report the museum had done recently laid out 4 different audiences: Active Participators, Avid Learners, Emotional Connectors, and Laid-Back Relaxers. Having different tour options allows for different audiences to be reached

My Work and Goals



Me working in my office (aka. My Room)

Things I did in my time at the internship

- Worked with data in Excel
- Crafted Emails with Mail Chimp
- Made a flyer to advertise the Group Sales Program
- Created a social media schedule
- Looked at survey data
- Compiled data about other museums Group Sales programs

Goals:

- Learn and participate in museum operations
- Improve my communication skills on a digital platform
- Improve skills in different softwares (Excel, Mailchimp, ect.)

MAIN TAKE AWAY

Through my internship with the Asian Art Museum I have gained both practical skills and the confidence to exist in a work place. I was able to get an understanding of what work may look like as a get ready for my post grad life. It has also opened up my eyes to the fact that I have skills that will serve me not only in museum jobs but many other jobs too.