



Spielwarenmesse: Valuable presentations at Toy Business Forum

- Practical knowledge for the trade from industry experts
- New programme every day in Hall 3A

Taking place throughout the Spielwarenmesse, the Toy Business Forum has prepared a varied and interesting programme for visitors in Hall 3A. Be it trends, marketing, digitalisation or multichannel, international experts will be speaking on current topics affecting the industry. The presentations are held every day from 1 pm to 3 pm and from 31 January to 4 February 2018. The Spielwarenmesse Trends 2018 will be a daily feature of the programme.

Retail trends of the future

Free daily presentations provide visitors to the Toy Business Forum with a wealth of knowledge relating to the daily running of their businesses. The first day is devoted to retail trends, the future of play and global licensing themes. Charles Riotto, CEO of LIMA – Licensing Industry Merchandisers' Association – is among the international speakers. The New York-based trend expert Reyne Rice will shed light on the trends likely to shape tomorrow's toy market and the products and manufacturers that are leading the way in innovation. Alternating with Dr. Maria Costa, AIJU Centro Tecnológico Valencia, who is likewise a member of the Spielwarenmesse TrendCommittee, Rice brings the Toy Business Forum to a close each day with an introduction to the Trends for 2018: Explore Nature, Just for Fun and Team Spirit.

Trade and digitalisation

On Thursday, 1 February, the spotlight will shine on the topic of digitalisation. The opportunities and challenges it poses for the trade will be discussed in the presentation by Dr. Markus Preißner of retail market researcher IFH Köln. How in-store multimedia experiences can be made a success is shown by Bernd Albl using best practice examples from the world of retail. The Austrian is the Managing Director of the Digital Retail Division at Umdasch Shopfitting Group GmbH.



Many roads lead to the customer

Multi-channelling is on everyone's lips. And yet, creating a multi-channel system is not enough to guarantee success. On Friday, 2 February, the Toy Business Forum focuses on this highly relevant topic. Prof. Hanna Schramm-Klein, Chair of Marketing at the University of Siegen and an expert in retail marketing, highlights in her presentation a diversity of alternative strategies and their chances of success. Ralf Wendland, Managing Director of the agency Servicemeisterei, on the other hand, explains in simple terms how social media can help manufacturers and retailers to attract new customers.

Buy right, sell successfully

Retailers are always looking for the perfect buying strategy to avoid brimming stocks and products that don't sell. On Saturday, Peter Hollo is just one of several speakers who will show how this is done. He is a well-known name in the industry, having worked for many years as an international toy buyer for German retail giant Müller, and is considered a seasoned toy expert and strategist. Gaby Marx focuses on using emotional competence to sell successfully. The self-employed consultant to the book, stationery and toy trade demonstrates how lasting customer relationships are key to long-term sales success.

Emotional marketing ideas

On Sunday, all attention at the Toy Business Forum will shift to marketing. Prof. Harald Eichsteller, Stuttgart Media University, gives his perspective on marketing trends for toy retailers. Visitors will also learn how to optimise their websites from a marketing point of view from Stefan Sigloch, Klickpiloten GmbH, based in Stuttgart. And in "Shopfit for future", Stefan Suchanek, Managing Director of interior design studio RaumKunst in Stuttgart, shares a wealth of tips on creating a high-impact sales space.

The presentations are all interpreted simultaneously into English or German. The full programme of events can be found on the website at:

www.spielwarenmesse.de/en/toybusinessforum.



The programme at a glance

- Wednesday, 31.1.2018:** What's next? Insights from trend experts
- Thursday, 1.2.2018:** Digital or dead? Will you survive the future?
- Friday, 2.2.2018:** Multichannel & more? Many roads lead to the customer
- Saturday, 3.2.2018:** Toy Business Academy – buy right, sell successfully
- Sunday, 4.2.2018:** Marketing reloaded – innovative ideas and creative concepts

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,850 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 73,000 buyers and toy traders from over 120 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 31 Jan – 4 Feb 2018