



Sunday • June 12 • 2:30pm – 3:15pm

Session Title	Room	Description
Toy Story – A Career in Play	101 - A	This presentation is for our Young Professionals showing you all the different and diverse opportunities out there for you to enjoy a long career in the toy industry. You'll learn about different roles with Retailers, Manufacturers, Sales Representatives, Affiliates, and Inventors. There is a reason we all stay in this industry for life. This presentation will show you all the different ways you can do that.
Let's Instagram Some Customers! Using Reels on Instagram to Draw Traffic and Sales	103 - A&B	Reels are a trendy way to engage your audience on Instagram. This presentation will show you how to create Reels for your Instagram feed including a LIVE demonstration. Come with your Instagram open and ready to connect with this online community.
Location, Location, Location; How to Manage Your Lease, When to Move, and When to Buy	102 - A	Never has real estate for retail been more important than right now. With rents going sky high while empty buildings abound, knowing how to choose a property and manage a lease might be the most important lessons any retailer must learn. This presentation, led by experts from SCORE, will teach you what you need to know to secure the best location at terms most favorable for you.
Cash is King and You are the Advisor	102 - B	Cash versus inventory is the biggest balancing act in retail. Get it right and you'll be successful. This presentation will simplify the math to help you manage your cash and inventory better. You'll learn simple tricks to make sure you have the right inventory at the right times. And you'll learn ways to find hidden money in your store. Yes, it is math, but in a way everyone can understand it.
Are You a Store that Plays Games or a Game Room that Sells? Setting up the Right Game Store for You:	102 - C	For the game store retailers out there, this presentation will show you how events drive traffic, how in-store play drives loyalty, and how product-mix drives sales. You'll learn smart and simple tips for how to set up your store to maximize your goals.
Thank You for Coming In, Have a Good Life; Effective Marketing to Attract Tourists:	101 - B	If your location caters more to the tourist crowd than the fourth quarter shoppers, this presentation is for you. You'll learn how and which strategic partnerships in your town to leverage to get the most publicity and support. You'll learn to understand tourist expectations and how to meet them, and you'll learn better ways to curate your seasonal product mix with the tourist in mind.
Hey Vendors, Here are the Habits Your Retailers Really Love:	103 - C	You may think you're doing it right, but sometimes you need to hear from your customers to know you are on track. This presentation will show vendors exactly what the retailers like and don't like so that you can adapt to giving your customers what they want.



Sunday • June 12 • 3:30pm – 4:15pm

Session Title	Room	Description
50 Gems in 50 Minutes:	101 - A	Want a fast-action list of tips and tricks from your fellow retailers? This is the presentation for you. Our moderators are going to share in rapid fashion the best gems of advice culled from our membership. You'll be packed with more actionable items than you could ever imagine!
Social Media on a Shoestring Budget – Leveraging Free Marketing Tools:	103 - A&B	We all know social media is important, but we don't always have the time or money. This presentation will show you how to find the time while not spending the money by using the free marketing tools to best target your audience. You'll learn best practices for use of graphics, how to be more consistent, and where to find the analytics to get the most out of your efforts.
Keeping Your Retail Brand Fresh; The Balance Between Nostalgia and New in Your Store:	102 – A	This panel will show you how to stay current and fresh in the eyes of your customers without losing the nostalgia and warm fuzzies the specialty stores do best. You'll learn how and where every brand fits in your market, how to keep the "special" in your specialty store, and how to leverage nostalgia to help you sell what is new. From merchandising to marketing, this presentation covers it all.
Top Toy Trends for 2022:	102 - B	The fine folks from The Toy Book will share with you the trends they are seeing that make the most sense for the specialty industry, with advice how and when you should jump on the bandwagons.
I've Opened My Store, Now What? Veteran Advice for New Retailers:	102 - C	If you have been in business less than three years, you need to poke your head into this presentation as a panel of veteran retailers share with you the lessons they wish they knew when they were starting out.
Taking Your Idea to Market; Tips for Inventors and New Vendors:	101 - B	Everything you need to know to launch your brand from concept to market including the different Corporate Structures, Prototyping, Production Cycle, sourcing, and navigating B2B versus B2C Sales. If you have a product or business you're trying to launch, you won't want to miss out.
Must-Have Policies for Brands in an Ecommerce Age:	103 - C	This is the advice you've been waiting for from Jeremy Richardson, lead attorney of Freeborn's Consumer Products Industry Team, and Ron Solomon, CEO of MAPP Trap (also a previous ASTRA manufacturer). This presentation will identify the challenges brands are facing and the policies needed to address them. You'll also learn how to enforce your policies to protect against IP Misuse, Counterfeiting, Unauthorized Sellers, and Price Erosion.



Sunday • June 12 • 4:30pm – 5:15pm

Session Title	Room	Description
Diversity, Sustainability, and Ethics; The Words Your Customers Want to Hear:	101 - A	This panel will share with you how these key ideas are more than buzzwords. Your customers want to see these in action and these panelists will show you how to find these products and share these messages.
All Toys Teach; But How do You Teach About Toys? Product Training for Your Staff:	103 - A&B	This panel will show you how they teach the educational elements of their toys to their staff and customers. You'll learn the difference between IQ and Emotional Intelligence, How to push the Screen-Free Movement, and why Competition/Collaboration is a key understanding your staff needs to have. Perfect for Store Managers
Transitioning Your Business, the Right Way:	102 – A	You don't have to close when you decide you are done. These experts have made successful transitions both in and out of the retail business and will show you your options. You'll learn how to value your business, how to find a buyer, and how to structure the deal so everyone wins.
You've Heard About TikTok; It's Time To Get Started:	102 - B	You'll learn how to create fabulous, trendy, and fun short form videos to post on TikTok. Come ready to learn great ways to showcase your products and your mission. Includes a LIVE demonstration. Come with TikTok installed and be logged in and ready to connect with this online community.
Navigating the Challenges of Owning Multiple Stores:	102 - C	This presentation is for multi-store owners and anyone thinking about opening another store. You'll learn how to manage your inventory across multiple locations, how to measure profit, when to invest in warehousing, and other tips to help you turn your retail business into an empire.
Faire or UnFaire – How to Navigate Online Wholesale Marketplaces Best:	101 - B	We know these new marketplaces are disrupting the Sales Representative Industry. But there are ways to minimize the disruption. This presentation will show you how these marketplaces work for retailers and manufacturers, and even how they can work for sales reps, too. You'll learn the most "fair" practices for Faire, Hello Abound, and Tundra.
The 10 Tools Your Sales Reps Need from You:	103 - C	Whether you are a new vendor or a veteran, there are certain tools you need to provide your Sales Reps to make more sales. This presentation will show you those tools including how to provide the information to the reps and how to balance communication so that your message doesn't get lost.