



Toy Fair PR Bootcamp

Tips for Developing Your Toy Fair 2017 Media and Promotions Strategies



Toy Industry Association, Inc.

#TFNY



What You Will Learn

During this session, presenters will discuss:

- How to package and present information to get noticed by media (and buyers too!) in the weeks leading up to Toy Fair
- How to organize product and trend information for the media
- How to make a media list that is appropriate for your brand and/or products
- Social Media 101: Which outlets make sense for your brand and how you can use them (as well as YouTube influencers) to get year-round coverage
- How to use the show as a launching point for your year-round relationships and publicity planning



Agenda

- **Understanding the Angle**
 - Who you should pitch and how your product ties in
- **Prepping for Toy Fair**
 - From how to build a media strategy to writing a press release
- **Working with the Media**
 - How to get them to your booth, what to do when they are there, and how to follow up
- **Tools from TIA**
 - Learn all about the TIA tools available to help make your show a success



PERSPECTIVES

“When heading into Toy Fair, we’ve all got schedules to stick to and few minutes to spare. It’s helpful when exhibitors stick to the highlights reel, and have product information available on USBs so I can review more in-depth later. I always exchange contact info and hand out product submission cards about our toy review process as well. You never know when or where you might strike up a conversation about product during the show, so having your info on hand at all times is a necessity.

For me, the best part of Toy Fair is seeing how companies and their products have evolved. It’s exciting to see how far an idea has come and the innovation newcomers are bringing to the space. These things have also given me a lot of insight over the years for future toy trends features.”

-Jennifer Lynch
TTPM





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Today's Presenters



SPECIAL GUEST

Melissa Hunter

Family Video Network



PRESENTER

Adrienne Appell

Director
Strategic Communications



PRESENTER

Gina Dennis

Events & Marketing Manager
Virtual Press Office



GET READY, GET SET....





PERSPECTIVES

“My entire editorial team goes into Toy Fair with a mission: to find the coolest new toys for the year. We are looking for the newest, coolest, innovative products that provide meaningful play experiences for kids. We hope to leave the show with ideas for our annual consumer holiday gift guide, as well as editorial feature concepts for our trade magazine for the entire year. We make it our mission to stop at every single booth and meet with companies large, small, new and old. No show is more important to us.”

*Laurie Schacht/Toy Insider Mom
Chief Toy Officer, The Toy Book and The Toy Insider*





More than 1,000 members of the media representing a broad spectrum of outlets covered Toy Fair 2016

CNNMoney



THE HUFFINGTON POST



REUTERS



Entertainment



abc NEWS



CBS

Disney FamilyFun



ESPN
TheMAGAZINE



What do the Media Want to See?

- Toys that are cool – either very visual, groundbreaking or appropriate to their beat
- Products that are easy to demonstrate and explain
- Themes that are based on overall hot topics and trends or areas of interest, such as:
 - Tech toys (robots, STEAM and other tech innovations)
 - Entertainment tie-ins (popular licenses, movies, anniversary, etc.)
 - Lifestyle-themed toys (e.g., Made in the USA, eco-friendly, socially conscious, health-focused, etc.)
 - Business and/or start-up success stories (e.g., Shark Tank)
 - Information that ties into the reporter's local market or beat (city- or industry-specific)



How to Attract Attention Before Toy Fair

- Offer exciting, top-line information (be sure to target)
 - Tie-ins with larger social, cultural and entertainment trends (check with TIA closer to the show for some trend teasers)
 - Tie-ins to hit TV shows and movies, toys inspired by popular apps and video games, etc.
- Provide easy-to-read, concise press materials
- Leverage social media posts and media-friendly websites
- Work existing relationships



What Attracts Journalists' Attention At Toy Fair?

- Visual booths
 - Eye-catching booth exteriors with products on display
- Product demonstrations
- Celebrity appearances
- Costumed characters
- Special events
- Other unique “hooks”



What Attracts Journalists' Attention At Toy Fair?

- Keep in contact with targeted journalists on social media
- Make every journalist who stops by your booth feel welcome
- Have spokespeople readily available
- Consider “special touches” for media
 - Offer candy, snacks or bottled water
 - Host a special event targeting specific journalists or bloggers
(e.g., an in-booth cupcakes and coffee ‘happy hour,’ post-show ‘cocktail hour,’ blogger’s breakfast, etc.)
 - NOTE: All in-booth food service requires coordination with show management and convention center staff



PREPPING FOR THE SHOW





In This Section

- **Developing Your Toy Fair Media Strategy**

Suggestions on how to:

- Build a media list(s) for your company and/or brands
- Create an engaging press kit
- Make your website “media-friendly”
- Take advantage of social media



Developing Your Toy Fair Media Strategy

■ Plan Your Strategy

Pick select items that your company will be promoting during the show (more important for people with large product lines)

■ Develop Key Talking Points

- Who you are
- What you do
- Why your product stands out
- Important selling features

■ Work on Delivery

- Quick and concise
- Train all company representatives
- Practice, practice, practice!

- ### ■ Research
- what garnered media coverage for your company or other similar companies in past years and use it as a model to create your plan



Developing Your Toy Fair Press Kit

- A complete (yet well-edited) press kit will likely include:
 - Press releases
 - Bios
 - Company backgrounder
 - Fact sheets
 - Links to social media or multi-media experiences

TIPS:

- Include your booth number, website URL, social media links and contact information in all releases; use hashtags where appropriate
- Embed product photos in your release(s)
- Avoid large attachments in emails to journalists; provide download links to large files
- Post press kit items on your company website and links via social media
- Share your kit with the Toy Fair PR Team to help us develop show trends (we honor all embargoes)
- Upload your company profile to the Toy Fair Online Press Room

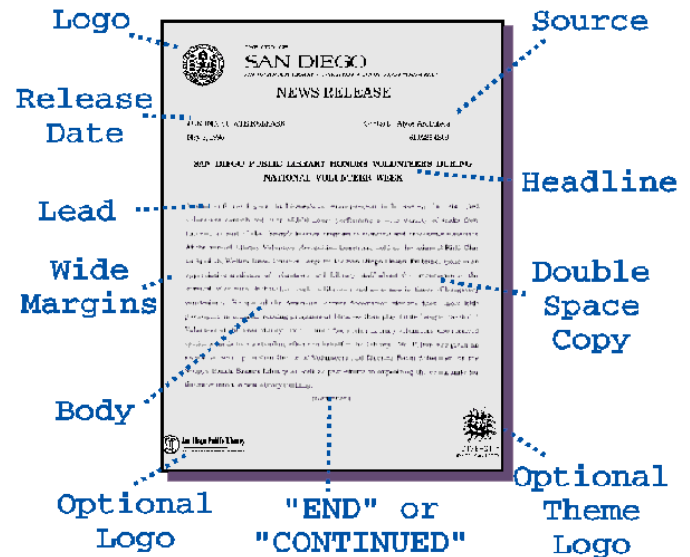


Preparing Press Releases

Key Elements:

- Eye-catching headline
- Tie-in to current event / some type of “news hook”
- The “who, what, when, where”
- A quote to make more of a “story”
- Event hashtag and links to high-res images
- On-site contact information/booth number/cell phone
- Post to your Facebook and other social media channels

A SAMPLE PRESS RELEASE





Developing a Media List

- Start with the Toy Fair 2016 media list
Available free of charge to all Toy Fair exhibitors
 - Determine which reporters are the best fit
 - TARGET your pitch. Avoid pitching to every member of the editorial staff of a magazine, newspaper or other large outlet

TIPS: Refine Your Targets

- Regional/local media
- Family, parenting or lifestyle reporters
- Entertainment (for licensed properties)
- Business (as appropriate)
- Toy and Licensing Trades

[NOTE: Many have December deadlines for their Toy Fair issues]



Creating a Media-Friendly Website

- Upload new product details in coordination with your Toy Fair 2017 launches
 - Provide downloadable images in hi-res and low-res formats
 - Add product demonstration videos
- Post your media kit in a designated “press” section
- Create an online home for your brand and make sure information is current
- Build in RSS feed capability and include links to social media outlets: Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest and Flickr
- Leverage TIA trend and toy safety information



Enhancing Your Social Media Presence

- Build or update your profiles on Facebook, Twitter, LinkedIn, Instagram, Google+, YouTube and Flickr [NOTE: tag images and videos with #TFNY]
- Ensure that LinkedIn profiles for all company executives and spokespeople are updated and consistent
- Share your news through a variety of social networks, but be sure to frequently update all of them. Don't bite off more than you can chew!
- Follow your key journalists on social media and communicate with them



Resources to Enhance Your Social Media Presence

- Research the bloggers you are targeting; use caution and care when developing your blogger list
- Include the **#TFNY** hashtag in all posts related to Toy Fair
- Pre-schedule and/or manage posts to multiple networks with social media tools such as HootSuite or TweetDeck

TIA Tools:

- Bloggers who attend Toy Fair are vetted by TIA (guideline is 2,500 uvms per month)
- “Like” **Toy Fair** and **Toy Industry Association** on Facebook and post news and images to our FB pages
- Follow **@ToyIndustryAssn** and **@ToyFairNY** on Twitter to interact with journalists and fellow toy industry colleagues



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GAMETIME: TIPS FOR PRESS PROTOCOL AT THE SHOW





In This Section

- Tips and tactics to consider when working with traditional journalists and bloggers (know the difference and what your strategies may be)
- Key pitching tips
- Preparing your booth staff for the “media onslaught”
- Ways to welcome your media guests
- Keeping the conversation going all year long



Pitching Tips

- Familiarize yourself with the media outlet
 - Read up... is your product/news a “good fit”?
- Start to develop a year-round relationship with key editorial contacts
- Use social media to pitch. Twitter and LinkedIn are great places to start
- Persistence is appreciated, pushiness is not
- Follow up by phone a few days later
- Consider sending a product sample to your key contacts



Working with Journalists

- Set up advance appointments when possible
- Make sure everyone in your booth is trained to identify and warmly greet journalists
- Identify more than one spokesperson to interact with the media in case of a rush
- Ensure that each member of your team is fluent in your key corporate and product messages
- Keep background information such as a one-sheet or drive with product highlights and your website URL on hand in your booth
- Provide any requested follow-up information immediately



Working with Bloggers and Social Influencers

- Due to the viral and grassroots nature of the way most social influencers operate, they can be very influential in spreading messages (good OR bad messages about your products)
 - Beats may range from major financial news and analysis to technology to niche toy topics, such as action figures or collectibles
 - They may be part of a larger news outlet (e.g., *The Huffington Post*) or may be independent
 - Influential Mom bloggers, Dad bloggers and Aunt/Uncle bloggers cover Toy Fair as well as YouTube influencers
- Connect with bloggers through social media, as they are by definition heavy users
 - Identify them using our social media tips
 - Follow key blogs during the show; interact in real-time on Facebook, Instagram, Twitter and other key places
- Consider arranging a special event for bloggers to give them extra attention and access to your products (*suggestions: before or after show hours, breakfast, cocktails or afternoon snack*)



TIME TO HEAR FROM MELISSA HUNTER



PERSPECTIVES

“As a member of the business press covering the toy industry, I appreciate when sources know what I’ve covered in the past and tailor my walk through to cover the topics that interest me and reflect my past coverage. The best advice I can give is there should be more following up after the Toy Fair buzz lulls. Oftentimes I express interest in covering a topic or trend later in the year, but don’t hear back from brands. Follow up!”

- John Kell
Fortune.com





Post-Toy Fair Activities

- Follow up with all reporters who visited your booth
- Provide any additional materials or samples immediately
- Review the reporting sent from the Toy Fair Online Press Room by Virtual Press Office
- Stay connected with relevant reporters and bloggers throughout the year via email and social media
- Continue to maintain your social media presence year-round



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HELPFUL TOOLS FROM TIA





In This Section

- Tools from TIA
- Easy ways to boost your brand awareness
- All about the Press Center
- How to leverage the Online Press Room



Use TIA as a Promotion Resource

- Make sure your schedule allows time to **attend the TIA Product Preview on February 17th**
 - Provide requested product information in advance
 - Show off your hottest products to our PR team and practice your pitch
 - Look for TIA emails with more details
- **Provide mobile contact information** for your PR reps and key spokespeople to the TIA team
- **Notify us of special “happenings” at your booth** (e.g., events, demos, celebrity appearances, etc.) and be sure your online exhibitor profile is up-to-date.
- **Post your real-time photos and videos** from the show floor to your social media networks and tag them with **#TFNY** so they appear in the Toy Fair Online Press Room



Easy Ways to Get Your Info in Front of Press and Buyers

- TIA offers a number of **FREE TOOLS** to help promote your presence at Toy Fair
 - **Online Directory/Exhibitor Listing:** List your company/brand name and booth number on the Toy Fair website (ToyFairNY.com) and Toy Fair Mobile, which are used by all buyers and journalists
 - **Events Calendar:** Highlight your in-show events information online. This information is also displayed in the Toy Fair Press Center
 - **Press Kit:** Post it in the Toy Fair Online Press Room
 - **New Product Image Reel:** Participate in this Press Center feature, free to all who attend the Product Preview
- **Make sure you meet the deadlines**



The Press Center

- Media work out of the Toy Fair Press Center (South Concourse). This is the same location as last year
 - *Reserved for media only*
 - TIA PR Team Members
 - wear TIA-logoed badges for easy and clear identification
 - support journalists with advice and guidance tailored to the journalist's specific story goals
 - as appropriate, escort top-tier journalists through the show

Press Center Highlights

- Digital signage with daily events calendar, including key appearances and demos at exhibitors' booths
- Product highlight reel for journalists
- Step-and-repeat with Toy Fair logos if you need a neutral spot for photos
- Separate area for your one-on-one meetings with journalists, available on a first-come, first-served basis (must be reserved by the media)
- Display of 2017 TOTY award-winning products



How to Use the Online Press Room

- The Online Press Room provides exposure for exhibitors online – before, during and after Toy Fair
- It is used in lieu of traditional hard-copy press kits and handouts in our Press Center
- TIA builds awareness for the Online Press Room through our website, social media outlets, email outreach and in the Press Center
 - We provide links to the Online Press Room in a series of informational emails to journalists in advance of the show
 - We educate all journalists using the Press Center about the information and tools available in the Online Press Room



Online Press Room

The screenshot shows the Toy Fair Online Press Room website. At the top, there are three images: Toy Fair mascots, a group of children with toys, and a group of people with toys. Below these is a navigation menu with links: About Us, Exhibitor Kits, News Releases, Image Gallery, Get News Alerts by Email, and Order a Press Kit. A search bar is located below the menu. The main content area is divided into three sections: 1. **Exhibitor Kits**: Lists kits for Moepa Inc. and OWI Inc. 2. **News Releases**: Features a release titled "Don't Believe The Hype This Holiday Season - Toys Are Safe" dated Nov 15, 2016, and another titled "Props in a Box™ Honored with Prestigious Good Housekeeping Award" dated Oct 31, 2016. 3. **Toy Fair Information and Contacts**: Includes a "TOY FAIR PRESS KIT" button, contact information for Adrienne Appell (Toy Industry Association, 1-646-520-4563, AAppell@toyassociation.org) and Stephanie Meyerling (1-212-297-2162, 1-845-235-7700, smeyerling@kelienccompany.com), and a "More >" button. Below the news releases is a social media section with icons for Twitter, Facebook, and YouTube, and a list of tweets from @ToyFairNY and #TFNY, including one that says "TICK TOCK! TURN BACK THE CLOCK."

The Toy Fair Online Press Room received over 9,600 page views for the 2016 event.

Kits

Releases

Social Media
#TFNY

www.toyfairny.com ... follow the link to "Press" or <http://toyfair.vporoom.com/>



Complimentary Exhibitor Listings in the Online Press Room

- Corporate listing
- 50-word company backgrounder
- List of PR contact details
- Link to company homepage
- Logo

**** Deadline ****

All free exhibitor listings are due by
Wednesday, January 18, 2017 by 5pm EST

form function flow™

About Us

Search

RedRICK Technologies designs and implements optimized reading environments and the ergonomic workspaces they incorporate. You know us from the ergonomic workstations and monitor mounting solutions we engineer, but our expertise includes space, lighting, and acoustic design; factors that must be optimized to support the needs of the radiology department.

<http://www.redricktechnologies.com/>

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COMPANY CONTACT
Greg Patrick
519-264-2400 x103
Greg@redricktechnologies...


More >



Visit Us at Booth #7701 – North Hall



Full Service Online Press Kit

- Logo, 100-word company description, URL, company and/or PR contact listing
- Distribution of your press kit news releases to attending media as well as industry journalists and professionals
- Ability to post multimedia
- Social sharing buttons to share your press kit 
- Weekly/monthly reports containing data on your press kit views
- Mobile-friendly viewing (responsive design)
- No deadline to submit content – materials can be provided anytime before, during or immediately after the show



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Full Service Online Press Kit Options



Micro

Keep Your Event News Top-of-Mind

\$399

3 documents



Standard

Reach Audiences through Multiple Channels

\$699

6 documents

Choice of template design
Company social media feeds



Premium

Engage Media & Clients with Brand Experience

\$999

10 documents
Photo slideshow
Lead generation form
Special SEO tools
Customized URLs



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Sample Online Press Kit

VPO
Virtual Press Office
A PR Newswire Company

VPO puts your content at the crossroads of the tradeshow world

- About Us
- News Releases
- Video Gallery
- Image Gallery
- Documents
- For More Information

STOP BY BOOTH #1234 FOR A DEMONSTRATION

Schedule a time at our booth to see a demonstration of our full trade show product suite.

Search

Like What You See?

[Order Now](#)

Contact Us

Company Contact
 Virtual Press Office
 973-783-7787 opt.0
 sales@vpoinc.com
 Virtual Press Office on LinkedIn
 @VPOEventZone on Twitter

Virtual Press Office (VPO) is the global leader in online press office management and trade show news distribution solutions. Established in 1996, VPO invented the online trade show press office as an environmentally-friendly alternative to traditional paper press kits. A pioneer in the digital space, today VPO creates interactive online press offices for trade shows and conferences that centralize event content - from news releases and marketing collateral to multimedia and social media - in order to foster an engaging community experience.

Virtual Press Office is a PR Newswire company.

<http://www.vporoom.com>

News Releases



Jun 23, 2015

5 Marketing Must-Dos Before Attending Your Next Trade Show

Tweets

- VPO/PR Newswire @VPOEventZone
Tupperware Brands Corporation Announces Upcoming Webcast [bit.ly/1N6s1t6](#)
- VPO/PR Newswire @VPOEventZone
Francisco Gonzalez shares BBVA's digital transformation case with Harvard faculty - Francisco Gonzalez: Banks... [bit.ly/11hw04](#)
- VPO/PR Newswire @VPOEventZone
Dashboards To Hold Inaugural International Conference In Dubai Event offers clients opportunities to network... [bit.ly/15Whwdf](#)



Online Press Kit Tips and Tricks

- **Be Thorough** – Do the research for the media. Don't forget to include your booth number, URL and at least one company/PR contact that will be on the show floor
- **Be Social** – Share your press kit link on your company social media feeds. Include #TFNY to broaden your target audience
- **Be Visual** – Make sure to include images and video to your online press kit
- **Be Proactive** – Include your online press kit link on your press releases, company website, marketing materials and business cards that you'll be handing out at your booth
- **Be Prepared** – Ensure everyone at your booth knows the link to your online press room.



The Press Kit Round-Up

Virtual Press Office Exhibitor Profiles: North American International Toy Fair 2016

Companies Beginning with A - L

North American International Toy Fair 2016 is in New York from February 13-16

Feb 11, 2016, 05:30 ET from [Virtual Press Office](#)



NEW YORK, Feb. 11, 2016 /PRNewswire/ -- The following event roundup from Virtual Press Office is a list of featured exhibitors for the North American International Toy Fair 2016, a show filled with hundreds of thousands of toys, games and youth entertainment products, which takes place from February 13-16 at the Jacob K. Javits Convention Center in New York, New York.

North American International Toy Fair 2016 press kits, news releases and photos are available on the Official Online Press Office, managed by Virtual Press Office/PR Newswire: <http://toyfair.vporoom.com/>

[North American International Toy Fair 2016 press kits on Virtual Press Office](#)

Actev Motors

Booth #4615 and #CPLM-05

For more information, visit actevmotors.com

Adventure Parks

Booth #2535

Adventure Parks has been creating industry defining products for over 35 years. When it comes to delivering high-quality outdoor and backyard fun, no one can match our experience and skill. We put all of our products through rigorous testing and use only the highest quality materials. We have a wide variety of products and an option for any age! Our product lines include A Classic Swing, ZipLine Fun, AirPogo, Twist Whiz, Spring Swing, and Air Surfer Fun.

Premium
PR Newswire
reach via US1 for
each online press
kit participant.
Distribution value:
\$775.*

**DEADLINE to be
included: Tuesday,
February, 14th,
11:59 PM ET**

*Only upgraded press
kits will be included.
Complimentary listings
will not be featured in
this release.



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PR Newswire

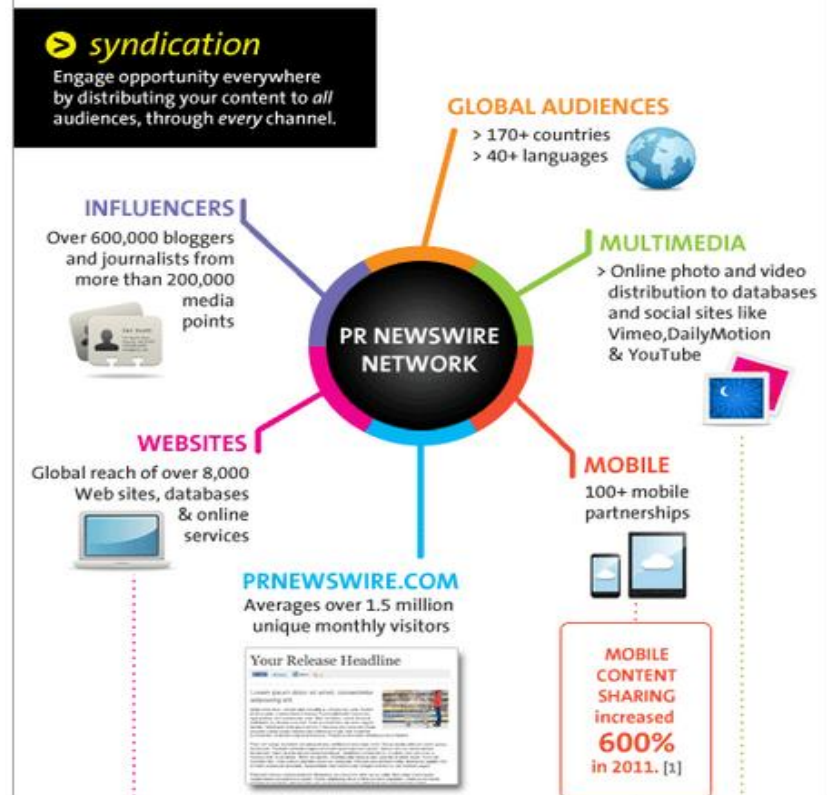
National Exposure

includes an online press kit, plus:

- One national wire release up to 800 words over [PR Newswire](#) via premium [US1](#) distribution, reaching traditional media, [trade publications](#), bloggers, investors and 5,000+ [websites](#)
- Promotion on PR Newswire's Twitter account
- Search Engine Optimization
- Distribution to PRNJ.com — PR Newswire's media-only website with 80,000+ active users
- Post-show visibility reports

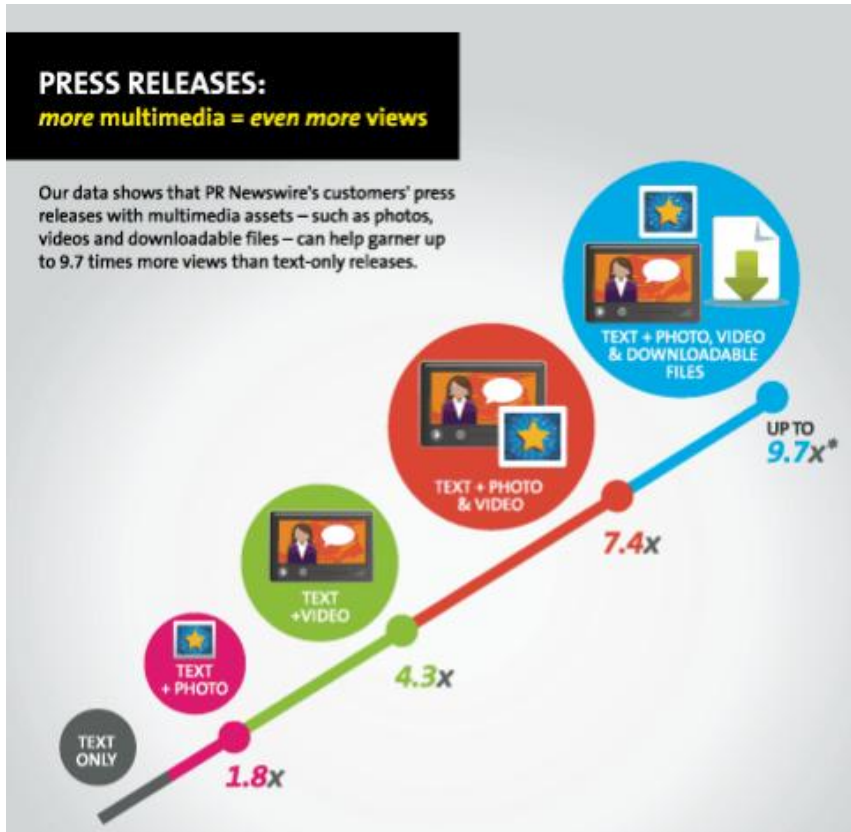
www.prnewswire.com/knowledge-center

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WRAPPING UP

THAT'S A WRAP!



**I'M SO SAD IT'S
OVER.**

memegenerator.net



In Conclusion: Our Top Five Tips

1. Make sure to research and know your contacts and what they cover
2. Make sure your press releases are concise, informative and easy to access
3. Generate buzz with social media before, after and during the show
4. Make sure your entire on-site team knows your media policies and procedures at Toy Fair
5. Keep in touch with contacts year-round with relevant information



We're Here to Help!

Contact us for more information:

- **Adrienne Appell**

Toy Industry Association

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- **Gina Dennis**

Virtual Press Office

gina@vpoinc.com | 201.942.7038

- **Stephanie Meyering**

Kellen Communications

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