



Global Toy Conference – Presentations on online retail and marketing promise new insights at the toy trade fair

**Spielwarenmesse
International Toy Fair
Nürnberg
30.01.–04.02.2013**

- Congress for retailers and manufacturers to be held on Monday, 4 February 2013 at the NCC
- Discounted ticket price of EUR 199.00 for early bookers

The Global Toy Conference fires the imagination of retailers and manufacturers alike by giving new insights to support their day-to-day businesses. On 4 February 2013, participants will be encouraged to think outside the box and immerse themselves in the innovative topic of “Digital worlds – success through online marketing and e-commerce”. Yvette Schwerdt will be moderating the toy congress held at the NCC Mitte congress centre, which is part of the Nuremberg Exhibition Centre. In her blog, this high-profile marketing expert from New York closely follows online developments in the world of marketing.

At the fourth Global Toy Conference, the speakers will delve deep into the world of digital technology. They will explain how having your own online shop can support your offline retail business and what benefits can be reaped from internet platforms such as Amazon, eBay, etc. The international congress will also focus on social media and content marketing, with experts demonstrating how social media can be used as an effective means of retaining customers and why content management is still considered the perfect choice. Between 9.30 a.m. and 4.00 p.m., participants can choose from various modules to make up their own individual programme. From November onwards, you will be able to find details on the topics, speakers and online registration process at www.globaltoyconference.de. Congress tickets will be available to early bookers at a discounted price of EUR 199.00 per ticket. Last-minute participants will have to pay EUR 249,000 for a ticket at the conference ticket desk.

The Global Toy Conference is one of the many knowledge forums included as part of Spielwarenmesse International Toy Fair Nuremberg, which will be held between 30 January and 04 February 2013. These knowledge forums make this trade fair an event of seminal importance for the future, since the future belongs to those who are in the know.



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Spielwarenmesse International Toy Fair Nuremberg

Spielwarenmesse International Toy Fair Nuremberg, the premier global trade fair for toys, hobbies and leisure, is organised by the exhibition organiser and marketing service provider Spielwarenmesse eG. The trade fair provides an extensive communication and ordering platform for 2,700 manufacturers from Germany and other countries. Presentations of the latest products and a detailed overview of the industry provide the 76,000 or so buyers and retailers from over 100 countries with the information they need to gear their products to current market trends.

Event details: Spielwarenmesse International Toy Fair Nuremberg, Wednesday to Monday, 30 January – 4 February 2013