



Focused expertise in toys from the Spielwarenmesse

- Creative head of Die roten Reiter at the ToyAcademy
- Knowledge-sharing at the Toy Business Forum

As the industry's driving force, the Spielwarenmesse provides expert knowledge at first hand, all year round. The ToyAcademy programme offers practical talks on current industry themes. On 15 September, the world's leading toy fair continues its series of presentations when Christian Medelnik, Creative Director at the agency Die roten Reiter, will be speaking on the subject "I just need some moving Image! More range through emotional, informative and professionally made films." Further expertise in toys is being shared through the Toy Business Forum during the Spielwarenmesse from 2 to 6 February 2022, where interesting presentations will be available each day on current topics including trends, sustainability and digitalisation.

Practical and innovative

Through the ToyAcademy, the Spielwarenmesse team provides valuable specialist knowledge for everyone with an interest in the industry. In September, Christian Medelnik highlights how companies can reach their target groups efficiently using professional videos. Christian Medelnik has been responsible since 2014 for clients' creative development at the agency Die roten Reiter, a subsidiary of Spielwarenmesse eG, and in his presentation he will be sharing decades of experience in the field of communication and design. The ToyAcademy video is available on demand at www.spielwarenmesse.de/en/toyacademy in both German and English.

Topics of the future – experience them live!

At the Spielwarenmesse itself, the Toy Business Forum is an important port of call for industry knowledge. In Hall 3A, experts highlight trends and explain how the trade can adapt to the challenges of the market. Attendance at the lectures is free of charge and no registration is required. Topics at the forthcoming Spielwarenmesse focus on digitalisation, retail trends and developments in the toy market, as well as sustainability and marketing. "The toy industry will at last



be meeting up in person again in Nuremberg, at the beginning of February,” explains Christian Ulrich, Spokesperson for the Executive Board at Spielwarenmesse eG. “At times like these, it is more important than ever for those involved in the market to seek out innovative information through specialist presentations.”

The full Toy Business Forum programme will be available from mid-November on the website at www.spielwarenmesse.de/en/toybusinessforum. Simultaneous interpretation into English or German will be available for all presentations.

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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 organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 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 around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022