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ASTRA ANNOUNCES KEYNOTE SPEAKERS FOR 2016 MARKETPLACE & ACADEMY

HEADLINERS TO FOCUS ON SELF-MANAGEMENT AND HOW TO BE “BRILLANT ON THE BASICS”

Chicago, Illinois (February 1, 2016) –The American Specialty Toy Retailing Association (ASTRA) announced today that stress management guru Colette Carlson and Bob Phibbs, the Retail Doctor®, will headline ASTRA’s 2016 Marketplace & Academy. This year’s event, the biggest annual gathering of the specialty toy industry, will take place June 5-8, 2016 in Denver, Colorado.

Carlson will open Marketplace & Academy with an interactive keynote titled ***Stress Less: YOU Management vs. Time Management!***, packed with ideas ASTRA members can use to produce more in less time with fewer resources, while staying focused, positive and engaged. Participants will learn how to challenge unrealistic expectations, how to stay cool in stressful situations, and how to beat the stress of everyday life in healthy ways. Carlson is a Certified Speaking Professional (CSP) who is known for her ability to consistently deliver a high energy, humorous, and relevant message.

Phibbs will send ASTRA members home inspired to increase their organization’s value through people, not price. ***Being Brilliant on the Basics*** will give members creative new ideas for attracting and training better employees, ideas for reinventing the in-store experience, and tools for engaging their customers. With over thirty years’ experience beginning in the trenches of retail and extending to senior management positions, Phibbs is a nationally recognized expert on retail strategy, customer service, sales, and marketing.

Visit www.astramarketplace.org for the complete ASTRA Marketplace & Academy program. Registration is now open. Early bird registration ends February 29th.

About the American Specialty Toy Retailing Association (ASTRA)

With more than 1700 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children’s products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children’s best interests. For more information, visit www.astratoy.org.

Because Community Matters, ASTRA members thank you for shopping locally.

...more...

Colette Carlson, CSP



Bob Phibbs, The Retail Doctor®



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