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ASTRA SPOTLIGHTS SELF-MANAGEMENT SKILL-BUILDING AT MARKETPLACE & ACADEMY 2020

TIME MANAGEMENT, TRAVEL SECRETS, CONFIDENCE UNDER PRESSURE, AND THE PSYCHOLOGY OF PERSUASION TOP THE ASTRA ACADEMY EDUCATION AGENDA



Chicago, Illinois (February 11, 2020)
–The American Specialty Toy Retailing Association (ASTRA) announced today that the ASTRA Marketplace & Academy 2020 education program will include several skill-building sessions aimed at giving attendees useful, easy-to-

implement ideas for improving business performance through effective self-management. This year's [Marketplace & Academy](#), themed *More than a Toy Show*, will take place June 7-10, 2020 in Orlando, Florida.

“Many factors contribute to business success, and some of those are out of our control,” says Kimberly Mosley, president of ASTRA. “Aspects that we *can* control include decisions about how we organize our days, maintain our energy levels, manage stress, and lead our teams. In addition to training on nuts and bolts toy business issues, this year’s Marketplace & Academy attendees will find several helpful sessions that address their needs as busy people who are stretched in many directions. We hope all attendees will leave Orlando renewed and energized with fresh self-management tactics.”

Marketplace & Academy sessions focusing on self-management and leadership skills include:

- ***From Travel Hell to Travel Well: Inside Secrets to Stay Energized, Healthy and Balanced***, featuring travel wellness expert and naturopath Jon Ayo, author of *Travel Balance*
- ***The Psychology of Persuasion***, featuring Kevin Carroll, author of *Make Your Point* and trainer on how to be a more effective communicator
- ***Pressure Cooker Confidence: The Me You Want to Be***, featuring transformational change agent Roger Haskett, a teacher and actor who offers a playful approach to learning how to perform under stress

...more...

- ***Time Management & Organization: Less Talk, more Action***, featuring sales and marketing consultant Dave Fellman on tools to help you maximize selling time and minimize distractions, deal effectively with interruptions and prioritize your time among customers, prospects and administrative tasks

Special Early Bird registration rates for ASTRA's [Marketplace & Academy](#) are available through Wednesday, February 25th. [Register online](#) or at the ASTRA Booth at Toy Fair at [Javits booth 6511](#).

About the American Specialty Toy Retailing Association (ASTRA)

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit www.astratoy.org/.

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