

“STEM Toys – The Next Big Wave”
「STEM 玩具 – 行業新浪潮」

Programme

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Date 日期: 9 January 2017 (Monday 星期一)
 Time 時間: 2:30pm – 3:30pm
 Venue 地點: Product Launch Area, Hall 1B, Hong Kong Convention & Exhibition Centre
 香港會議展覽中心展覽廳 1B 產品推廣及發布區
 Language 語言: English 英語
 Remarks 備註: Free admission 免費入場

Time 時間	Programme 流程
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:40pm	Introduction and Overview on the STEM Toys Industry Development in 2016 <i>Mr Christopher Byrne, EVP, Content Director, TTPM</i>
2:40pm – 3:15pm	Panel Discussion Market Potential for STEM Toys <i>Moderator:</i> <i>Mr Christopher Byrne, EVP Content Director, TTPM</i> <i>Panelists:</i> <i>Ms Carolann Dunn, Vice President of Licensing for Discovery Networks</i> <i>Mr Jim Mc Cafferty, President, JMP Creative</i> <i>Mr Josh Loerzel, VP of Sales & Marketing, Zing</i>
3:15pm – 3:30pm	Q & A Session

Remarks 備註：

- ◆ Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- ◆ Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- ◆ The Organisers reserve the right to make any changes without prior notice. 主辦單位保留任何更改之權力而不做另行通告。

Organiser:

Speaker and Panel Moderator 講者及專題討論主持：

Mr Christopher Byrne, EVP Content Director, TTPM



Chris is a 30-plus-year veteran of the toy industry. Currently, he is a partner in aNb Media, LLC and content director for TTPM (Toys, Tots, Pets & More). During his career, he has held a variety of positions with toy companies covering marketing, media, operations, product development and creative. In 1988, he formed New York-based Byrne Communications and is a researcher, analyst and consultant who has worked with a variety of Fortune 100 companies tracking kid trends, product development and strategic marketing campaigns. He is regularly sourced by the investment community for insights into all aspects of the toy and children's products industries. He speaks at trade shows and for corporate events on the effective integration of play into creative management.



Josh Loerzel is the Vice President Sales and Marketing at Zing, the maker of quality, high-performance toys that stimulate imagination, both physical and mental creativity, and active play. Josh has 10 years experience in Sales and Marketing in the Toy Industry. Under Josh's guidance, Zing has grown from being an industry leader in the Blaster/Outdoor Active Play toy category to releasing award-winning products in a range of other toy categories, including action figures/collectibles, where they have successfully launched Stikbot, the widely-successful (and first-ever) social-media sharing toy to the award-winning Wet Head, the water roulette game.

Prior to promotion to VP of Sales and Marketing with Zing, Josh held several other positions with the company in his 6 years there. Prior to Zing, he was Director of Sales for Monkey Business Sports, where he managed sales and marketing efforts for the company.

Josh was a Cryptologic Russian Linguist at the United States Air Force and earned a BA in Russian Language and Literature at the University of Oregon.

Zing has steadily built a foothold in the industry over its 10-year history, constantly updating and expanding its line thanks to Josh, a team of enthusiastic toy innovators and a hip creative culture.

And while blaster toys have certainly fueled Zing's growth, and continues at the core of its business, the launch of Stikbot in the summer of 2015 helped propel them to even greater heights.

With Stikbot, Zing identified a niche in this highly-competitive business by combining tech-driven toys with the popularity of social media. They leveraged the technology, successfully capitalized on the Maker trend, and launched a toy that let kids more creatively and comfortably express themselves through technology and not just traditional 123's and ABC's.

And, while the #Stikbot community-building aspect of the product gave Zing entry into a fresh and evolving area in the toy arena, it also provided the company with a decidedly old school strategic boost: a new aisle in the toy section.