



EASY REFERENCE TO DO LIST & DEADLINES

DEADLINE DATE	PR ACTIVITY
ASAP	Complete PR Contact and return to toyfair@bastion.co.uk
26 October 2017	Complete Form 1 (Media Information) and return to toyfair@bastion.co.uk
2 November 2017	Confirm interest in BTHA "My Toy Fair Is" blogs to toyfair@bastion.co.uk
17 November 2017	Complete Form 2 (Comic) and return to toyfair@bastion.co.uk
23 November 2017	Complete Form 3 (Toy Fair Heroes) and return to rebecca@btha.co.uk
24 November 2017	Confirm interest in supplying toys for VIP Goody-Bags to toyfair@bastion.co.uk
7 December 2017	Complete Form 4 (New Product Guide) and return to toyfair@bastion.co.uk
14 December 2017	Complete Form 5 (Demo Zone) and return to toyfair@bastion.co.uk
14 December 2017	Complete Form 6 (Toy Fair TV) and return to toyfair@bastion.co.uk
11 January 2018	Complete Form 7 (Event Timetable) and return to toyfair@bastion.co.uk
12 January 2018	Send news to mirella@lemapublishing.co.uk for the Show Daily Day 1
18 January 2018	Please complete Form 8 (Twitter) and return to toyfair@bastion.co.uk
22 January 2018 0800-1600	Press packs can be delivered to the press office at Olympia today. Address is: Ravi Vijh Toy Fair Press Office



	<p>Olympia Grand Hall (balcony)</p> <p>Olympia Way</p> <p>Kensington</p> <p>W14 8UX</p>
<p>22 January 2018</p> <p>16:00</p>	<p>Provide posters and event information to feature on the Press Office news board by 4pm</p>
<p>22 January 2018</p> <p>1200</p>	<p>Deliver toys for display area and VIP Goody-Bags to Press Office by 12pm</p>
<p>22 January 2018</p> <p>1600</p>	<p>Onsite PR briefing, held at Press Office</p>
<p>Throughout Toy Fair</p>	<p>Send tweets to toyfair@bastion.co.uk to be posted on @ToyFairUK. 130 characters maximum with appropriate image or video</p>
<p>25 January 2018</p> <p>1000</p>	<p>Send spokespeople quotes for post-show press release to toyfair@bastion.co.uk by 10am</p>
<p>25 January 2018</p> <p>1730</p>	<p>Pick up unused media packs and toy samples from Press Office</p>