



EASY REFERENCE TO DO LIST & DEADLINES

DEADLINE DATE	PR ACTIVITY
ASAP	Complete PR Contact and return to toyfair@bastion.co.uk
25 October 2018	Complete Form 1 (Media Information) and return to toyfair@bastion.co.uk
2 November 2018	Confirm interest in BTHA blogs to toyfair@bastion.co.uk
23 November 2018	Complete Form 2 (Comic) and return to toyfair@bastion.co.uk
23 November 2018	Confirm interest in supplying toys for VIP Goody-Bags to toyfair@bastion.co.uk
29 November 2018	Complete Form 3 (Toy Fair's Hero Toys) and return to rebecca@btha.co.uk
6 December 2018	Complete Form 4 (New Product Guide) and return to toyfair@bastion.co.uk
13 December 2018	Complete Form 5 (Demo Zone) and return to toyfair@bastion.co.uk
13 December 2018	Complete Form 6 (Toy Fair TV) and return to toyfair@bastion.co.uk
14 December 2018	Send news to mairead@lemapublishing.co.uk for the Show Daily Day 1
10 January 2019	Complete Form 7 (Event Timetable) and return to toyfair@bastion.co.uk
17 January 2019	Please complete Form 8 (Twitter) and return to toyfair@bastion.co.uk
21 January 2019 0800-1600	Press packs can be delivered to the press office at Olympia today. Address is: Ravi Vijh Toy Fair Press Office Olympia Grand Hall (balcony) Olympia Way Kensington W14 8UX
21 January 2019 1200	Deliver toys for display area and VIP Goody-Bags to Press Office by 12pm
21 January 2019 16:00	Provide posters and event information to feature on the Press Office news board by 4pm
21 January 2019 1600	Onsite PR briefing, held at Press Office

Throughout Toy Fair	Send tweets to toyfair@bastion.co.uk to be posted on @ToyFairUK. 130 characters maximum with appropriate image or video
24 January 2019 1000	Send spokesperson quotes for post-show press release to toyfair@bastion.co.uk by 10am
24 January 2019 1730	Pick up unused media packs and toy samples from Press Office