

Subject Lines:

Play to Learn at ASTRA Marketplace & Academy

Learn while PLAYING!

How to match toys with customers

Make a Match: Learn how to find the perfect toy for every customer

Your customers are happiest when you can match a toy or game to their specific needs. But children vary widely in development and learning styles. How can you be sure the toy is a good fit? Find out in **Play to Gain a New Perspective on Popular Toys** at ASTRA Marketplace & Academy.

In this hands-on session with Toni M. Schulken of Pathways for Learning Products, you'll discover learning styles and multisensory learning strategies to help you guide customers to the right toys for them. Toni is a product developer and occupational therapist with the lowdown on proven teach-play strategies. The best part? You'll learn by PLAYING!

Here's a peak at what this engaging advanced session will cover:

- How to direct customers to the correct toys and games that meet their needs
- Which types of toys might help with a range of typical and special learning needs
- Which toys encourage play and skill development for all types of learners

Your customers don't come to you for toys—they come to you for the right toys. Be a better resource by matching your toys and games to their specific needs.

Attend ASTRA Marketplace & Academy to access this and nearly two dozen other educational sessions that can help you improve your business. View the full schedule of events and inspiration at www.astramarketplace.org. Register today!