

Press information – for immediate release

23rd February 2017



Be in the know about industry topics

The Baby Products Association is once again working with leading industry experts to deliver an informative seminar programme on pertinent industry subjects at Harrogate International Nursery Fair in March.

Leading market research company GfK – which will explain the latest consumer trends giving retailers a heads up as to what type of products are likely to sell best, which brands are favourites and how much parents are prepared to spend on specific product ranges.

Media planning company Generation Media, which has carried out extensive research on mums' engagement habits with all forms of media, will explain how best to target brand messages to get the best results from marketing budgets. Also, anyone planning to launch a brand new product or innovation to market, should not miss the presentation by intellectual property expert Sara Ludlam of law firm 3Volution. She will explain the ins and outs of protecting your design, whether to patent or trade mark and how to proceed from product design to launch with the minimal expenditure.

For a full Seminar Programme and to register to attend the show visit www.nurseryfair.com

Ends

Notes to editors: for more information contact Christine Scippo on 01525 374020 or email: info@k-communications.co.uk