



## The Toy Foundation's™ Diversity, Equity & Inclusion Program at the Toy of the Year® Awards and Toy Fair®

*Presented by Jazwares*

Friday, September 29, 2023

*Cipriani 42<sup>nd</sup> Street*

6:30 p.m.

### **Toy of the Year® (TOTY®) Awards**

The Toy Foundation (TTF) will celebrate its Diversity, Equity & Inclusion (DEI) Pipeline Program with students and faculty engaged in the program participating in the evening's activities. Attendees will also have an opportunity to meet the students and faculty during the networking reception.

Saturday, September 30, 2023

*Javits Convention Center*

7:30 a.m. –

### **Hall of Fame Mentoring Breakfast – Invitation Only**

*Location TBD*

9:00 a.m.

Toy Industry Hall of Fame inductees will share their life in the toy industry with DEI Pipeline Program students and faculty.

9:30 a.m. –

### **TTF/TOTY Media Availability**

*TOTY Awards Winner Wall*

10:00 a.m.

General, specialty and new media outlets invited to speak with TTF and TOTY Awards designated spokespersons.

*Crystal Palace*

10:00 a.m. –

### **Walk the Toy Fair Show Floor**

6:00 p.m.

DEI Pipeline Program students and faculty walk the show floor and visit exhibitor booths.

3:00 p.m. –

### **2024 DEI Pipeline Program Case Discussion**

*TTF Booth #6913*

4:00 p.m.

DEI Pipeline Program students, faculty, and industry mentors, plus any interested Toy Fair attendees to debrief on the day and discuss the 2024 case topic.

***The Toy Foundation believes that diversity leads to better outcomes,  
improved strategy, and more creative thinking.***

Sunday, October 1, 2023

Javits Convention Center

*In Partnership with The Toy Association™'s Student Congress*

9:00 a.m. – 10:00 a.m.	<b>Breakfast with The Toy Association's Young Professionals Network (YPN) – Invitation Only</b> Networking breakfast with DEI Pipeline Program students and faculty, and The Toy Association's Young Professionals Network.	<i>General Session Theatre 1E09</i>
10:00 a.m. – 10:45 a.m.	<b>Educational Session: Toy Industry Professional Panel</b> This panel is designed to help students understand the scope of careers within the toy industry and get a feel for which opportunities interest them. From media marketing to product development executives to entrepreneurs to buyers, hear from toy industry professionals speak about their role in a variety of companies including Barnes & Noble, Build-A-Bear, Crazy Aaron's, Hasbro, Future Today, and Mattel.	<i>General Session Theatre 1E09</i>
10:45 a.m. – 11:05 a.m.	<b>Educational Session: A Conversation with Jennifer Caveza</b> No matter your passion, hear first-hand how it is possible to find a career in the toy industry. Jennifer will share her extensive experience in the children's entertainment space, where she has held management roles in advertising, with toy manufacturers, at major studios in licensing, in higher education in design, and with world-renowned brands.	<i>General Session Theatre 1E09</i>
11:05 a.m. – 11:20 a.m.	<b>Educational Session: Toy Industry Tips</b> Opportunities start today to become involved in all that the toy industry has to offer. From hands-on internship openings to online webinar sessions, learn how to jump start your career development now.	<i>General Session Theater 1E09</i>
11:45 a.m. – 12:30 p.m.	<b>Toy Industry Internship and Career Huddle</b> The toy industry is committed to promoting a culture of diversity, inclusion and belonging in which everyone feels valued, respected, and engaged as we embrace the unique skills, experiences, and talents of our global workforce. This commitment runs through every aspect of the employee experience at companies of all sizes.  Open to all students, recruitment teams from Jazwares, Mattel, Target and others will be in the TTF booth to discuss internships first-career positions, resume development, and LinkedIn strategy.	<i>TTF Booth #6913</i>

- 12:30 p.m. – **Lunch with the Pros – Invitation Only** *General Session*  
 1:30 p.m. Mentoring luncheon with DEI Pipeline Program students and *Theater 1E11* faculty, DEI program presenters, YPN, and invited industry professionals and veterans.
- 2:00 p.m. – **Educational Session: DEIB is Our Business (Part I)** *General Session*  
 3:00 p.m. At Target, their team rallies around a single purpose: to help all families discover the joy of everyday life. That purpose and their inclusion of “all” directly connects to our inclusivity value as a company. They leverage their purpose to champion a more inclusive society that provides a fulfilling place to work and enhances engagement with their guests, communities, and suppliers. *Theater 1E11*
- Open to all attendees, [Dominique Dao Mueller](#), Director of Inclusive Product Design at [Target](#), will introduce Target’s purpose and strategy for creating inclusive products, systems, and experiences across the business.
- 3:00 p.m. – *Break*  
 3:15 p.m.
- 3:15 p.m. – **Educational Session: DEIB is Our Business (Part II)** *General Session*  
 4:15 p.m. *Theater 1E11*
- 4:15 p.m. – **Toy Industry Internship and Career Huddle** *TTF Booth #6913*  
 5:00 p.m. The toy industry is committed to promoting a culture of diversity, inclusion and belonging in which everyone feels valued, respected, and engaged as we embrace the unique skills, experiences, and talents of our global workforce. This commitment runs through every aspect of the employee experience at companies of all sizes.
- Open to all students, recruitment teams from Jazwares, Mattel, Target and others will be in the TTF booth to discuss internships first-career positions, resume development, and LinkedIn strategy.

Monday, October 2, 2003

*Javits Convention Center*

10:10 a.m. –  
10:50 a.m.

**Educational Session: Recruiting and  
Retaining Diverse Talent Across the Industry**

*Toy Fair University Theater  
D-Hall Lobby*

Whether it's for a first job in the toy industry, a mid-career promotion or the C-Suite, all toy companies – small, medium, and large – recognize the importance of building teams that understand, reflect, and speak to their diverse customer base. This panel of experts will share their most successful strategies for recruiting and retaining diverse talent across their businesses – and why they view it as an essential strategy for growth.

Open to all attendees, [The Toy Foundation](#) and [Women in Toys, Licensing & Entertainment](#) are proud to present our panel to Toy Fair University: [Dr. Zabina Bhasin, M.D.](#), Founder and CEO of In Kids Co., [Jay Dotson](#), Director of Talent Management for Jazwares, [Dominique Mueller](#), Sr. Director of Inclusive Design for Target, [Courtney Oliver](#), VP of Human Resources for Paramount Global, and [Mason Williams](#), Global Head of DEI for Mattel.

Tuesday, October 3, 2003

*Javits Convention Center*

10:10 a.m. –  
10:50 a.m.

**Educational Session: Creating a World  
Where Every Child has the Opportunity to Play**

*Toy Fair University Theatre  
D-Hall Lobby*

The Toy Foundation believes in a world where every child has the opportunity to experience comfort, joy, and the extraordinary physical, emotional, and educational benefits of play.

Open to all attendees, The Toy Foundation is proud to present our panel to Toy Fair University: [Lynne Corry](#), Founder and Executive Director of Giving Friends, [Pam Mastrotta](#), Executive Director of The Toy Foundation, [Nancy Molenda](#), Executive Director of Global Philanthropy for Mattel, [Kathleen Campisano](#), CEO of Thames and Kosmos, and [Laurie Stongin](#), Founder and CEO of Hope for Henry.

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