

FESTIVAL OF LICENSING

6-29 OCTOBER 2020



LIVE STAGE SPONSOR

Agenda - Week 3: Americas

LIVE KEYNOTES *(Tuesday, 20 October, 9am PST)*

Tuesday, 20 October, 9am PST - The Future of Brand Licensing

- Speaker: Jarrod Weber, Group President, Lifestyle, and Chief Brand Officer, Authentic Brands Group
- Moderator: Amanda Cioletti, Event and Content Director, Global Licensing Group, Informa Markets

Wednesday, 21 October, 9am PST - Anime 101: Breaking Down the Hottest Pop Culture Medium

- Speaker: John Leonhardt, Head of Consumer Products, Crunchyroll
- Moderator: Amanda Cioletti, Event and Content Director, Licensing, Informa Markets

Thursday, 22 October, 9am PST - How Diageo Leverages Licensing to Fuel Growth in an Ever-changing Marketplace

Speakers include:

- Declan Hassett, Senior Licensing Manager, Diageo
- Shane Grogan, Senior Licensing Manager, Diageo

LIVE SPONSORED SESSIONS *(Broadcast at the times listed)*

Why Sanrio Partnered With Brainbase To Streamline Their Global Licensing Business

Speakers include:

- Greg Holtzman, Marketing Director, Brainbase
- Hussein Khalid, Director Information Technology Department, Sanrio

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ON-DEMAND SESSIONS (Available from Tuesday, 20 October, 7am PST)

What do Licensees Want?

Panellists include:

- Sam Ferguson, Vice President, Global Licensing, Jazwares
- Stephanie DiTirro, Senior Manager, Licensing and Merchandising, Extreme Concepts
- Sami Souid, President, IHL Apparel Group
- Abie Safdieh, Partner, Best Accessory Group
- Moderator: Steven Heller, Founder, The Brand Liaison

Doing Business in Latin America: Trade Promotion and Export Assistance to U.S. Brands

Speakers include:

- Sandra Tinajero, Economic and Commercial Section, U.S. Embassy to Quito
- Laurence Pepping, CEO, Suburbia Department Stores, MEXICO
- Lucrecia Hidalgo Acuña, Vice-Director of Apparel & Private Label, Walmart Central Americas
- Luciana Duarte Aiub, Licensing Manager, Lojas Renner (Department Stores BRAZIL)

Lightning on a Canvas: How Bob Ross Became an Icon of the New Generation

Cynthia Modders, President and Founder, Firefly Brand Management

Charity Brand Licensing - A Deep Dive case study into Licensing the Red Cross

Speakers include:

- Stephen Glockenmeier, Vice President, Marketing, Corporate Brand Licensing and Consumer Channels, American Red Cross
- Stu Seltzer, President, The Seltzer Licensing Group

Nurturing a legend: 40 years of PAC-MAN

Yasuo Miyakawa - chief PAC-MAN officer and CEO of Bandai Namco Entertainment

Anime The Inescapable Hit Of Licensing - Powered By Crunchyroll

Speakers include:

- Joellen Ferrer, VP of Global Communications and Corporate Marketing Crunchyroll US;
- Terry Li, Head of 360 and General Manager of Games, Crunchyroll US
- John Leonhardt, Head of Consumer Products, Crunchyroll US
- John Easum, Head of Crunchyroll EMEA
- Wael Oueslati, Director of Acquisitions and Licensing, Crunchyroll EMEA

Global Trademark Licensing New Business Opportunities

Speakers TBC, Global Trademark Licensing

The Evolution of E-Commerce & Brand Protection Best Practices

Nancy Merritt, Senior Manager of Global Relationships, Opsec Security

How are events companies coping up with the pandemic?

Speakers TBC, Dependable Solutions

WEEKS 1-3 - LICENSING INTERNATIONAL ON-DEMAND SESSIONS

(On-demand from 7am BST, 6th October - ALL REGIONS)

A series of sessions curated by industry trade association Licensing International will also be available to view on demand during all three regional weeks.

WHAT YOU NEED TO KNOW TO DO BUSINESS IN... (SERIES)

15- to 20-minute on-demand sessions covering information on market size, local licensing and retail trends, business practices and much more.

What You Need To Know To Do Business In Brazil

David Diesendruck, President, Redibra

What You Need To Know To Do Business In Mexico

Speaker TBC

BASICS OF LICENSING (SERIES)

Licensing 101 on-demand sessions available to view in local languages.

Los Basicos del Licensing (Basics of Licensing Series - in language - Spanish)

Maca Rotter, President & CEO, La Panadería Licensing & Marketing

Basics of Licensing Series - in language - Portuguese

Marici Ferreira, Executive Director, EPGRUPO & Representative, Licensing International Brazil

Basics of Licensing (Basics of Licensing Series - in language - English)

Martin Brochstein, SVP, Industry Relations, Licensing International; Gisela Abrams, SVP, Global Partnerships, Licensing International

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