

# FESTIVAL OF LICENSING

6-29 OCTOBER 2020



LIVE STAGE SPONSOR

## Agenda – Week 1: Europe

### **LIVE KEYNOTES** (Available Each Day From 9am BST)

#### **Tuesday 6 October, 9am BST - Re-Affirming Purpose Through Positivity, Creativity And Connection**

Speakers Include:

- Nicolas Loufrani, Founder And CEO, The Smiley Company
- Dacher Keltner, Professor of Psychology, University Of California
- Plus Speakers Tbc From Loewe, Eastpak, Pull&Bear And Herring

#### **Wednesday 7 October, 9am BST - Keynote Panel: How The Sports Industry Swerved The Biggest Brand Disruption Of Recent History**

Panellists Include:

- Joan Carrera Lopez, Senior Manager, Retail & CPG Licensing, Formula 1®
- Tim Ellerton, Commercial Director, Team GB
- Moderator: Simon Gresswell, Managing Director, SGLP

#### **Thursday 8 October, 9am BST - Keynote Panel: The Role of Licensing in Building Global Brands**

- Jane Smith, Group Director Brand Licensing and Gaming, Banijay/Endemol Shine

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## **LIVE SPONSORED SESSSIONS** *(Broadcast At The Times Listed)*

### **Tuesday 6th October, 12.40pm BST - Chupa Chups: The Secret To Keeping Art Stories Sweet**

Speakers Include:

- Gabrielle Drew, Managing Director Of Tela Italia, Creative Agency
- Victoria Whellans, Group Brands Director, Wildbrain CPLG Lifestyle
- Christine Cool, Licensing Area Manager Perfetti Van Melle
- Moderator: Gavin Brown, Manager Crescendo Brands

### **Tuesday 6th October, 3pm BST - Hasbro + eOne: Fueling Franchises Together**

Speakers Include:

- Casey Collins, GM & SVP, Global Consumer Products, Hasbro
- Marianne James, VP EMA Consumer Products, Hasbro
- Matt Proulx, VP, Location Based Entertainment
- Paula Kupfer, Sr. Director, Global Promotions, Hasbro
- Michael Kelly, VP, Global Publishing, Hasbro
- Moderator: Ben Roberts, Content Editor, EMEA, License Global

### **Wednesday 7th October, 12pm, BST - The Evolution of E-Commerce & Brand Protection Best Practices**

Nancy Merritt, Senior Manager of Global Relationships, Opsec Security

### **Wednesday 7th October, 3pm, BST - 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

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## **ON-DEMAND SESSIONS** (Available from Tuesday, 6 October, 7am BST)

### **What do Gamers Want?**

Panellists include:

- Dan Amos, Head of Esports, Difuzed
- Dave Tovey, Director of Brand Development, Beanstalk. Head of Tinderbox/New Media
- Moderator: Ben Roberts, Content Editor, EMEA, License Global

### **Building a Long-Term Programme: What do Licensors Need to Do?**

Panellists include:

- Nikki Samuels, CEO, factory
- Ruth Golightly, Head of Buying, Children's Clothing, Asda/George
- Ashley Holman, Managing Director, Riverside Brands
- Gabrielle Sims, Head of Licensing, FatFace
- Moderator: Richard Pink, Managing Director, Pink Key Licensing

### **Nurturing a legend: 40 years of PAC-MAN**

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

### **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

### **Global Trademark Licensing New Business Opportunities**

*Speakers TBC, Global Trademark Licensing*

### **Connecting in a Disconnected World - how the licensing market continues with less people on staff and no physical interaction**

Marty Malysz, President, Dependable Solutions, Inc

## **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 France**

Laurent Taieb, President of the Board, Licensing International France

#### **What You Need to Know to Do Business in Russia**

Marina Semenikhina, Managing Director, LIRA LLC & Representative, Licensing International Russia

#### **What You Need to Know to Do Business in Germany**

Peter Hollo, Managing Director, Licensing International Germany & Founder / Owner, Toys & Games Report

### **BASICS OF LICENSING (SERIES)**

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

#### **Les Bases De La Licence (Basics of Licensing Series - in language - French)**

Laurent Taieb, President of the Board, Licensing International France

#### **Основы лицензионного бизнеса (Basics of Licensing Series - in language - Russian)**

Marina Semenikhina, Managing Director, LIRA LLC & Representative, Licensing International Russia

#### **Basics of Licensing Series - in language - German**

Peter Hollo, Managing Director, Licensing International Germany & Founder / Owner, Toys & Games Report

#### **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