

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

LIVE SPONSORED SESSIONS (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

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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

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, Licensing Director, 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

What Do Licensing Agents Want?

Speakers TBC, Dependable Solutions

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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