

FESTIVAL OF LICENSING

6-29 OCTOBER 2020



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LIVE STAGE SPONSOR

AGENDA – WEEK 1: EUROPE

LIVE KEYNOTES (Available each day from 9am BST)

Tuesday 6th October – Putting Purpose Into Your Licensing Program

Nicolas Loufrani, *Founder & CEO, The Smiley Company* + *Special Guests*

Wednesday 7th October – 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*
- more panellists to be announced

ON-DEMAND SESSIONS (Available on-demand from 9am BST, 6th October)

What Do Gamers Want?

Dan Amos, *Head Of Esports, Difuzed* + *Additional Speakers To Be Announced*;
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*

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LICENSING INTERNATIONAL ON-DEMAND SESSIONS

(Available on-demand from 9am BST, 6th October)

What You Need To Know To Do Business In... (Series)

This series will include 15-20 minute on-demand sessions covering information on market size, local licensing and retail trends, business practices and much more, for the following regions:

- Europe: France, Russia and Germany
- Asia: Japan, China, India
- Americas: Brazil, Mexico

Basics Of Licensing (Series)

Licensing 101 on-demand sessions will be available to view in local languages, including English, French, German, Russian, Japanese, Chinese and Spanish.

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