

FESTIVAL OF LICENSING

6-29 OCTOBER 2020



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AGENDA – WEEK 3: AMERICAS

LIVE KEYNOTES *(Available each day from 9am BST)*

Tuesday 20th October – Keynote Presentation

Jarrod Weber, *Chief Brand Officer, President of Lifestyle, Authentic Brands Groups*

Wednesday 22nd October – Anime 101: Breaking Down The Hottest Pop Culture Medium

John Leonhardt, *Head Of Consumer Products, Crunchyroll*

Moderator: Amanda Cioletti, *Event And Content Director, Licensing, Informa Markets*

ON-DEMAND SESSIONS

(Available on-demand from 9am PST, 20th October)

What Do Licensees Want?

A broad look at the licensing landscape & unique business terms in light of COVID-19, unpredictable entertainment calendars, the current retail climate & the growth of e-commerce.

Moderator: Steven Heller, *Founder, The Brand Liaison. Panellists To Be Announced.*

Doing Business In Latin America: Trade Promotion And Export Assistance To U.S. Brands

Sandra Tinajero, *Economic And Commercial Section, Us Embassy To Quito*

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Lightning On A Canvas: How Bob Ross Became An Icon Of The New Generation

Cynthia Modders, *President And Founder, Firefly Brand Management*

What Do Retailers Want In Latin America?

Hear From Some Major Retailers In Latin America About What They Look For When It Comes To Licensing

Moderator: Dalia Benbassett, *VP, Corporate Relations And Acquisitions, Tycoon Enterprises*

Panellists To Be Announced

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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