

Licensing Essentials Course 2016 – Programme

Venue: 51 Buckingham Gate, St James, London, SW1E 6AF - **Date:** 19th May 2016 - **Time:** 10am – 6pm

<u>TIME</u>	<u>TITLE</u>	<u>SPEAKER</u>	<u>COMPANY</u>
10:00 - 11:30	THE LICENSING BUSINESS EXPLAINED		
	The basics of licensing – understanding the fundamentals	Kelvyn Gardner	LIMA UK
	The role of the Licensor	Andrew Carley	eOne
	Successful licensing from the licensee’s perspective	Sam Ferguson	Jazwares
11:30 – COFFEE BREAK			
12:00 – 13:00	NEW SECTORS DRIVING LICENSING GROWTH		
	Heritage Sector Licensing	Chris Evans	Oxford University
	Measuring TV Audience demographics for Netflix, Amazon Prime and VOD	Max Templeman (tbc)	GFK Research
13:00 – LUNCH BREAK			
14:15 – 15:15	THE LAW AND THE MONEY – WHAT YOU NEED TO KNOW		
	Essential financial know-how	Stuart Burns	Fisher Forensics
	Essential legal know-how	John Burns	Gateley’s
15:15 – COFFEE BREAK			
15:45 – 16:45	FOCUS ON RETAIL		
	How children and their parents respond to retail environments	Gary Pope	Kids Industries
	Managing licensing programs at retail	Jamie Dunkley	ITV Global Studios
16:45 – Enjoy a glass of Prosecco while we prepare for the final session of the day			
17:00 – 18:00	LICENSING QUESTION TIME		
	Kelvyn Gardner (host) - (LIMA UK)		
	Darran Garnham - (Universal Studios)		
	Bettina Koeckler - (The Deal Factory)		
	Clare Piggott – (BBC)		
	Jo Thomas – (Cooneen)		
	Aysha Kidwai (Disney)		
	Tina-Louise Foster – (MGA)		

