



BRAND & LICENSING **INNOVATION SUMMIT**

EUROPE | 9-11 JUNE 2021

**HELPING YOU NAVIGATE THE CHANGING RETAIL,
CONTENT & CONSUMER LANDSCAPE**

PRESENTING B&LIS EUROPE

On 9-11 June 2021, the inaugural Brand & Licensing Innovation Summit will take place focusing on the European licensing market.

This **three-day virtual summit** will help you **navigate the ever-changing retail, content and consumer landscape** by providing trends and forecasts, retailer insights and expert sessions on digital and content transformation.

Attend **keynotes, panel discussions, roundtables, coffee tables and workshops all providing actionable advice and information** on the future of the industry.

Aimed at brand owners, manufacturers, retailers, marketing and advertisers, the summit will welcome leaders and middle management from across Europe.

DAILY TOPICS



DAY 1 – Trends and Retail



DAY 2 – CSR & Sustainability

Programme exclusively curated by Products of Change



DAY 3 – Content
& Digital Transformation

WHY ATTEND

Join leading retailers, brand owners, manufacturers and agents as they look to the future of the brand and licensing industry.



LEARN

Uniting brand and licensing professionals from across Europe to share their insight through a range of interactive sessions, coffee tables and keynotes.

Gain actionable insight and strategies to use on your business.



INSPIRE

Considering the ever-changing world of retail, content and brands, learn from the experts who have seen success in recent times.

Discover forward-looking content that highlights the latest innovation, future trends and insight that will drive the success of brands in years to come.



CONNECT

Spend three days surrounded by over 350 of your peers within the industry.

Build connections and discuss all the topics from the summit on your terms, via virtual coffee tables or in pre-booked private meetings.

THE FORMAT

Attend three days of virtual keynotes, panel discussions, roundtables and workshops all providing actionable advice and information on the future of the industry.

KEYNOTES & CONFERENCE SESSIONS

Keynotes, seminars and panel discussions from some of the industry's biggest names.

WORKSHOPS

Benefit from daily interactive workshops as speakers present experts insights and trend forecasting and delegates can make use of Q&A and polling software.

ROUNDTABLES

Take part in hosted roundtables featuring 20 delegates. Interact, debate and discuss some of the event topics in more detail.

COFFEE TABLES

Join themed coffee tables at set times throughout the day; discuss topics and meet new and existing contacts in an informal setting.

MEETINGS

Arrange face-to-face video meetings with other delegates and speakers.

The image displays a collage of screenshots from the Informa Connect virtual event platform. The top-left screenshot shows a video conference with three participants. The top-right screenshot shows the event dashboard with navigation tabs like 'My Event', 'Agenda', and 'Speakers', along with a list of sessions and a 'Live now' section. The middle-left screenshot shows a 'Coffee House: Casual Networking' interface with a grid of virtual coffee tables. The middle-right screenshot shows a 'Coffee Table' interface with a grid of virtual coffee tables. The bottom-right screenshot shows an 'Attendees' list with profiles of delegates, speakers, and exhibitors.

SPEAKERS CONFIRMED SO FAR...

The Brand & Licensing Innovation Summit's content has been specially curated by the License Global editorial team. With over 20 years of expertise, they will leverage their connections and knowledge to deliver a conference guaranteed to be worth attending.



Charlotte Delobelle
Fashion Snoops



Claire McClelland
Kantar



Philippe Glorieux
Smurfs



Caroline Petit
United Nations



Rikesh Desai
BBC Studios



Stephanie Freeman
The Lego Group



Scott Macrae
Asda



Ruth Golightly
Asda



Marie Laure Marchand
Chefclub



June Kirkwood
Nutmeg Licensing



John Friend
Microsoft



Dan Amos
Difuzed



Mark Bezodis
Perry Ellis International



Karen Hewitt
Character.com

Other speaker include: Microsoft, FatFace, MDR Brand Management, Penguin Random House, GfK, Products of Change, The Social Store, Abysse Corp, Hasbro, Vista Stationery & Print, Danilo, Lyfcycle, DNA Brands, Keel Toys, Brands in Limited and many more...

DAY 1 – TRENDS & RETAIL

09:00 – 09:30 - Opening Keynote: Industry trends: Framing your year ahead

- Industry growth and areas of strength during 2020/21
- Mapping the market according to emerging trends
- Tracking recent adjustments and promising signs following the gathering pace of the vaccination programme
- Consumer buying habits and evolution into licensing sectors: Understanding how to predict the pace of change and spotting the next opportunity

To Be Announced

09:35 – 10:10 - Tracking purchasing choices and priorities across age demographics

With younger buyers seen as more values-driven, and with children increasingly digital-focussed, how is the landscape looking and changing?

Focussing on children, Generation Z and Millennial consumers.

- Entertainment developments by age group
- Fashion
- Toys and games

10 minute presentations followed by panel Q&A

Gary Pope, Co-Founder, CEO, **Kids Industries**

Claire McClelland, Client Executive - Entertainment, **Kantar**

Charlotte Delobelle, European Brand Ambassador, **Fashion Snoops**

10:25 – 11:10 - Panel: Brainstorming the future of licensing in retail and vice versa

- Responding to customer references: The pivot to online
- Future approaches to stocking and selling licensed product
- Adaptation to ecommerce or experiential offerings in-store
- Creating an in-store experience that reinvigorates the appeal to consumers
- The impact of the increasingly digital strategy on IP products: Showcasing products in the online world versus the physical store.

Graham Saltmarsh, Managing Director, **Licensing International - UK**

Karen Hewitt, Co-Founder, **Character.com**

Susan Bolsover, Licensing and Consumer Products Director, **Penguin Random House**

Stephanie Freeman, Senior Global Licensing Manager - Outbound Licensing, **The LEGO Group**

Mark Bezodis, Licensing Managing Director, **Perry Ellis International**

11:50 – 12:35 - Panel: Cross-industry strategy brainstorm: Bringing the in-store experience offering to life for current and future consumers

- Licensors and licensees in partnership with retailers to tempt customers back into brick-and-mortar stores; Mini case study
- Adaptation to ecommerce or experiential offerings in-store
- Creating an in store experience that reinvigorates the appeal to consumers
- The role of Direct to Consumer and Location Based Licensing in creating unique propositions
- Developing collaborative partnerships with manufacturers and licensees
- Connecting online and instore experiences to produce a coherent and compelling offering

Dan Avener, Chief Executive Officer, **MDR Brand Management**

Gabrielle Sims, Head of Licensing, **FatFace**

Marie-Laure Marchand, Senior Vice President Consumer Products and Business Development, **Chefclub**

12:45 – 13:15 - ASDA Case Study: A bricks and mortar insight

- Lessons learnt from the crisis: What will you be taking forward into your future licensed product plans?
- The role of licensed products in the retail mix: Predictions, ideas and requests for the industry
- Re-energising the brick-and-mortar retail experience: What strategies do you see working, what collaboration might be involved and how will consumers be brought on board?
- Showcase a project, collaboration, range or strategy that represents an innovation for your brand.

Ruth Golightly, Head of Baby and Maternity, **Asda**

13:20 – 13:40 - Case Study: The role licensed products play in retail strategy online

- Timelines that work for our consumers: Are we delivering on their expectations?
- As the speed of content marketing and delivery increases, what does an ideal route to market look like for retailers?
- Working in partnership with licensors: A showcase of our most successful launch in 2020.

Karen Hewitt, Co-Founder, **Character.com**

DAY 2 – CSR & SUSTAINABILITY

09:00 – 09:30 – Why the Future will be Blue: How to Become an Agent of Change?

Helena Mansell-Stopher, Founder, **Products of Change**
 Philippe Glorieux, Head of Marketing, Communications & Family Entertainment, **Smurfs**
 Caroline Petit, Deputy Director, **United Nations Regional Information Center**

09:35 – 10:00 - Why CSR is the Most Important Plan for 2021 Showcasing what companies are doing within this space

To Be Announced

10:15 – 10:25 - A Clearer Look at Legalities and Policies Behind Sustainability

The session will outline the current legal workstream within POC showing the focus areas for the industry.

Rikesh Desai, Licensing Director, **BBC Studios**

10:30 – 10:55 - Green Room: An Open Discussion for Positive Change

Inviting licensees and licensors to have an open discussion regarding positive changes within their business regarding new legal requirements.

Maxine Lister, Head of Licensing, **Natural History Museum**
 Dan Grant, Licensing Director, **Danilo**

11:00 – 11:15 - Project Net Zero

Looking at the science behind why we need to build a carbon positive future, focusing on how to reduce your scope 1, 2 and 3 emissions.

June Kirkwood, Managing Director, **Nutmeg Licensing** and Co-Founder of the **Sustaineers**

11:20 – 11:45 - Green Room: An Audience with Industry Changemakers

Featuring licensed partners who are already making change within their business and showcasing how licensors are working with their partners to achieve this.

Steve Plackett, Managing Director, **Carousel Calendars**
 Steve Cox, Sales Director, **Keel Toys**
 Claire Bradbury, Global Account Director, **PowerStation Studios**
 Kate Gibson, Managing Director, **Gibson Games**
 Lisa Hey, Head of Product Development, **Character World**

11:50 – 12:20 - Sustainable Fashion

Fashion discussion around the damaging effects of the fashion industry and how the industry is transitioning to a more sustainable future. Brands Inc to present the growth they are experiencing in their print on demand service, how this new business model is tipped to dramatically increase.

Kate French, Sr Category Manager, **Hasbro**
 Adrianna Batty, Co-Founder, **Lyfcycle**
 Leonor Aïx, Co-Founder, **DNA Brands**
 Susan Stanley, Licensing Manager, **Brands In Limited**
 Jade Snart, Senior Sustainability Manager, **George at Asda**

12:25 – 13:15 - Sustainable Sports

How the sports industry is working together to drive sustainable change panel discussion.

Simon Gresswell, Managing Director, **SGLP**
 Alex Balzaretto, Senior Manager, **Commonwealth Games Federation Partnership**
 Gary Jacobson, Brand Licensing Manager, **Tottenham Hotspur**

13:15 – 13:20 - Closing Statement

Helena Mansell-Stopher, Founder, **Products of Change**

DAY 3 – CONTENT & DIGITAL TRANSFORMATION

08:45 – 09:00 - Content is King: An Introduction to the Day

Opening remarks will frame the days' discussion and contain data and insights regarding the changing content landscape

To Be Announced

09:00 – 09:30 - Using Trends to Decipher the Global Content Opportunity

- The very latest in content consumption trends as we settle into a new normal
- Where are new licensing opportunities emerging?
- Social media & the role of influencers: Trends and insights

To Be Announced

09:35 – 10:20 - Understanding the Opportunity Behind the Cinematic Streaming Hybrid

Creating equivalent awareness and maintaining visibility on streaming platforms with much shorter marketing windows than movies theatre releases

- Digital streaming platforms, video games & apps are key licensed product consumption drivers: How is this impacting brands?
- Exploring new routes to market for movie theatres
- How to build out consumer product ranges based on digital IP and digital audiences
- What's next for location-based entertainment business and cinema experiences?

Valérie Rolandez-Barrios, Vice President of IP Licensing & Partnerships, **Studiocanal**
Rachel Wakeley, General Manager: UK & Ireland, **Warner Bros**

10:35 – 10:50 - Mini Masterclass: Building Relationships That Work with Influencers

- Finding and working with influencers who can make a genuine impact on longevity of the brand
- Budget and timelines: Contracting for realistic longevity and creating remuneration structures
- Measuring and planning for fan engagement and other KPIs

Ian Shepherd, Founder and CEO, **The Social Store**

10:55 – 11:20 - Social Media Strategy for Licensed Products: Creating a Highly Reactive Environment

- Creating strategy for your specific fan base
- Using social media for product development and subsequent engagement
- Organic versus paid collaborations
- Measuring your success metrics

Emily Aldridge, Head of Global Licensing, **Abyss Corp**

12:00 – 12:20 - Console Gaming, the Covid effect and the arrival of Gen9

In this talk you will learn what success means in terms of hardware, which software titles and brands are the most successful and for gaming accessories, what do consumers purchase and what are the trends.

- Console Gaming's incredible growth in 2020
- The launch of 'Gen9' Sony PS5 and Microsoft Xbox Series consoles.
- The 2020 best-seller was Nintendo's Switch, what are the implications?

Dorian Bloch, Senior Client Director, Market Intelligence, **GfK**

12:30 – 13:15 - Next Level: Why Gaming & eSports is Dominating the Entertainment Leaderboard

- Understanding types of games and their relative franchise strength / accessibility to consumer products markets
- The role of community and evangelism in gaming consumer products
- Navigating rapid speed of consumption to capitalise on opportunity and maximise longevity
- Tapping into the potential of streaming

John Friend, Head of Halo and Xbox Consumer Products, **Microsoft**
Dan Amos, Head of Gaming and Esports, **Difuzed**
Scott Macrae, New Business and Partnerships Manager, **Asda**

GET YOUR PASS NOW

Your pass includes access to the three-day virtual conference and networking as well as on-demand access to all keynotes, sessions and workshops for two weeks post event.

Register by 16th April to take advantage of our Early Bird rate, saving you 30% off the standard price. Licensing International members receive an additional 10% discount.

If you're a group of 3 or more delegates, you can also benefit from our group rates. Visit the website for more information.

What's included in my pass?

Three half days of live content	✓
15+ hours of Keynotes & sessions	✓
Hear from 40+ brand and retail experts	✓
Virtual networking with licensing and brand professionals - workshops, roundtables, coffee tables and meetings...	✓
30 day access of content on-demand after the event ends	✓
Access to exclusive materials available for download	✓
Early bird rate available NOW (until 16th April) £75 off your ticket!	NOW £175
Standard ticket price (after 16th April):	£249



GROUP DISCOUNTS - SAVE 20% ON EACH PASS

Experience the Summit as a team - bring your colleagues and benefit from a discount of £50 per person if you book for 3 or more.

[FIND OUT MORE](#)

Qualified retailers can access the event for FREE - visit the website for more information.

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