



The BCBF Skill Box  
/ International Conference

# INTERNATIONAL KIDS LICENSING DAY

2021 MAY, 11



10.30 AM - 10.35 AM

## WELCOME AND GENERAL INTRODUCTION

**CRISTINA ANGELOCCI**, Editor in Chief, Licensing Magazine, Italy

10.35 AM - 10.50 AM

## OPENING INTERVIEW

### THE VISION OF THE FUTURE ACCORDING TO A GLOBAL CONTENT FACTORY

A Made in Italy content factory with global awareness; an international excellence that has built several successful case histories for their IPs and TV projects, contributing to the story of kids' entertainment. The latest is the case of *Fate: The Winx Saga*, the live action teen target drama produced by Netflix, and inspired by the historic animated fairies launched in 2004 that immediately became a worldwide success. Beyond the magic, the factory has new projects in the pipeline.

#### INTERVIEW WITH

**IGINIO STRAFFI**, CEO & Founder, Rainbow, Italy

10.55 AM - 11.25 AM

## MANGA AND ANIME

### THE IRRESISTIBLE APPEAL OF ANIME AND MANGA FOR CHILDREN AND TEENS

Japan style contents have recently become a relevant trend to capture the attention of children and teenagers. From Anime to Manga, the demand for consumer products inspired by these new heroes continues to grow, and it is often the only key to capturing the interest of this elusive and distracted target. We will talk of this trend with the protagonists of this world, with an eye to their future plans.

#### SPEAKERS

**WAEEL OUESLATI**, Director of Licensing, Crunchyroll, France  
**ISABELLE FAVRE**, Global Marketing & Content Director, Toei Animation, France

11.25 AM - 11.40 AM

## TRENDS AND RESEARCH: KIDZ GLOBAL INSIGHTS INTO EUROPEAN LICENSING

What are top performing children's properties? And what are the trends in children's brands to follow in Europe? One of the most important global Kids Content research institutes will provide insights into European Kids Licensing.

#### SPEAKER

**IVAN COLECCHIA**, SVP Global Development, Kidz Global, Italy

11.40 AM - 11.50 AM

Break

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11.50 AM - 12.20 PM

## RETAIL. E-COMMERCE

### BRANDED E-COMMERCE. THE NEW WAY BRANDS MAINTAIN LINKS WITH THEIR FANS

This extraordinary period has stimulated many brands to find a new and innovative way to offer their products and consolidate direct relations with their target. The answer for many has been new e-commerce projects dedicated exclusively to their own brand, offering ad hoc products, or items made by licensees. As a response to the crisis of physical retail, e-commerce is an essential step in the sea change undergoing traditional retail as we have known it to date. In this session we will take an in-depth look at two successful case histories that will inspire other brands for their future retail plans.

#### SPEAKERS

**CATHERINE RIJSDIJK**, Head of International Retail and Experience, Planeta Junior, Spain

**SANDRA VAUTHIER-CELLIER**, Chief Commercial Officer, Acamar Films, UK

12.25 PM - 12.40 PM

## TOYS, CONTENT & LICENSING

### EVOLUTION OF A GLOBAL TOY COMPANY INTO CONTENT FACTORY

Big Toy Companies are increasingly oriented to work on creating engaging content for their young target. In this session we will discover with Hasbro how the world of toys evolves through content and therefore licensing, with a preview of their main novelties.

#### SPEAKER

**ERIC BELLOSO**, Director South Cluster Iberia, France & Italy, Consumer Products, Hasbro, Inc., Spain

12.40 PM - 1.00 PM

## TRENDS AND RESEARCH: VIACOMCBS

### KIDFLUENCE GLOBAL: 2021

*Kidfluence Global 2021* is a survey conducted by VIACOMCBS into family dynamics, kids' influence on household purchase decisions, and kids' personal spending power and habits. In this session we will present the key results of this research.

#### SPEAKER

**MORENA D'INCORONATO**, Vice President Research & Portfolio Strategy, VIACOMCBS, Italy

1.00 PM - 2.00 PM

Lunch break

2.00 PM - 2.30 PM

## DIGITAL AND LICENSING

### CONSOLIDATING YOUR STRATEGY FOR SUCCESSFUL BRAND BUILDING

Maarten Weck, EVP & MD of leading licensing agency WildBrain CPLG, and Rachel Taylor Commercial Director of premium kids & family AVOD network and studio WildBrain Spark, explore the evolution of content consumption and growth of digital platforms, the opportunities for brands and consumer products programmes, and how you can bring licensing and digital together to build successful brand strategies.

#### SPEAKERS:

**RACHEL TAYLOR**, Commercial Director, Wildbrain Spark, UK

**MAARTEN WECK**, Executive VP and Managing Director, WildBrain CPLG, UK

#### MODERATED BY

**LISA HRYNIEWICZ**, Owner, Koko Media, and Co-editor Licensing Magazine, UK

2.30 PM - 3.15 PM

## ANIMATION AND LICENSING

### EUROPEAN ANIMATION PRODUCTION IS INCREASINGLY ACTIVE IN THE LICENSING BUSINESS

The relationship between animation and licensing is everlasting, but with very distinct professional figures in both fields. What is changing is the evolution of European animation companies in creating *licensing-oriented* TV properties, structuring internally to address commercial and development challenges that go well beyond the small screen business. In this session we will talk about this trend with the protagonists of some top European animation companies.

#### SPEAKERS:

**GIORGIO SCORZA**, CEO, Movimenti Productions, Italy

**PIETRO PINETTI**, Managing Director, Studio Bozzetto, Italy

**ERIC GARNET**, Owner, Go-N Productions, France

**MURIEL THOMAS**, Head of International Distribution, Magic Light Pictures, UK

**DARYL SHUTE**, Brand Director, Magic Light Pictures, UK

3.20 PM - 3.35 PM

## TRENDS AND RESEARCH: THE INSIGHTS FAMILY®

### POST PANDEMIC CHILDREN'S HABITS

The Insights Family® will offer attendees of this session an overview of how children's habits have changed during this pandemic period and what to expect next from them. It will provide a kind of guide on how to capture their attention in the future to build products and brands awareness.

#### SPEAKER:

**JONATHAN WATSON**, Chief Product Officer, The Insights Family®, UK

3.35 PM - 3.45 PM

Break

**3.45 PM – 4.30 PM**

## LICENSING IN EUROPE

### OVERVIEW OF THE EUROPEAN LICENSING INDUSTRY

What are the main topics that the licensing industry is focusing on to face the challenges of the immediate future, following this extraordinary period? From sustainability to educational content, from retail crisis to the positioning of brands according to the new values of this time. In this session, we will talk about these themes with some of the leading European licensing key-players.

**SPEAKERS:**

**ANTONELLA CERASO**, Director Consumer Products, Planeta Junior, Spain

**JOACHIM KNÖDLER**, Head of Licensing, Studio 100 Group, Germany

**TIZIANA BARBUTO**, Licensing Manager, ETS Studios, Italy

**CÉLINE GEORGES**, Marketing Director, TF1 Licences, France

**4.35 PM – 4.50 PM**

## TOY TRENDS FOR BUYERS

### TOY INDUSTRY ASSOCIATION: THE NEXT TOY TRENDS

What are the toy trends to follow for buyers and licensing professionals? How is the toy industry positioning itself to meet the tastes and trends of the young consumer? In this session we will discuss these topics with the American Toy Industry Association, which each year releases guidelines on future toy trends for buyers and professionals.

**INTERVIEW WITH**

**KRISTIN MORENCY GOLDMAN**, Trends Specialist, Toy Industry Association, USA

**4.55 PM – 5.10 PM**

## KIDS INFLUENCERS

### VLAD AND NIKI, THE LICENSING RISING STARS

Vlad & Niki are a global phenomenon. They are two brothers who started their online career by sharing their daily life, soon becoming a reference point for millions of children from all over the world. In this session, we will learn more about their road to success in the world of licensing undertaken by these young brothers.

**INTERVIEW WITH**

**MICHAEL CONNOLLY**, CEO and Founder, The Retail Monster, USA

**5.10 PM – 5.25 PM**

## CLOSING KEYNOTE SPEECH

### THE BRANDS OF THE FUTURE. A TALK WITH POCKET.WATCH

A worldwide phenomenon that has revolutionized the licensing market in the recent years: *Kid Influencers*. Young influencers, loved and followed by their fans all over the world, who have developed a real branding activity of themselves, becoming animated characters, brands and much more, for toy, apparel, and books. In this meeting with Pocket.Watch, we will learn how it all began, with *Ryan's World*, and how it is evolving today, with *Love, Diana*.

**INTERVIEW WITH**

**KERRY TUCKER**, CMO, Pocket.Watch, USA

**5.25 PM – 5.30 PM**

## CONCLUSIONS AND GREETINGS

**CRISTINA ANGELOCCI**, Editor in Chief, Licensing Magazine, Italy

The entire event will be moderated by

**CRISTINA ANGELOCCI**, Editor in Chief, Licensing Magazine, Italy

**ROSSELLA ARENA**, Journalist, Licensing Magazine, Italy