



Thursday 12th May 2022

09.00am Registration & Refreshments

10.00 Welcome & Introductions

10.15 The Basics of Licensing

This session will provide everything you need to know to start your licensing journey, outlining the basic terminology, mechanics and roles of the components & elements in brand licensing.

Graham Saltmarsh, UK managing director, Licensing International

10.45 That Licensing Idea!

Using Peppa Pig as a case study, this session will give an overview on how & why IP is created and, as a licensor, will look at the challenges, resource and time scales required to bring it to life as a licensed brand.

Hasbro, TBD

11.15 Coffee & Refreshments

11.30 The Role of the Licensing Agent

IP is licensed out directly by the owner or through an appointed agent; this session will examine the role of the licensing agent, looking at its obligations to the licensor it represents and the licensee-retailer buying the rights.

Vicky Miller, licensing director, Bulldog Licensing

12.00 Licensing Agreements non-Lawyers

The License Agreement is the legal document that underpins every licensing deal and this session will identify the five key things licensees, licensors and retailers need to be aware of.

Esther Jolley, IA director, Stobbs IP

12.30 Making Informed Decisions

In a rapidly evolving market, all sides of the licensing triangle need to be certain of the licensed offering; this session will consider how insight & research into consumer behavior helps enables correct decision making.

Gary Pope, co-founder & CEO, Kids Industries

13.00 lunch

14.00 It's all in the Look, Style Guide Essentials

In this session, we'll take a deep dive into the style guide & design assets to see how it helps bring different brands to life and create that all important point of difference for retailers.

Oliver Dyer, director, Skew Studios

14.30 The Making of Licensed Product

Understanding the considerations when designing & manufacturing licensed product is vital to the longer-term success of the range and license; this session considers how the *toy, apparel or gift* sectors manage licensing.

Darrell Jones, UK marketing director, Vivid Goliath & Rick Lowe, managing director, Brands In

15.15 Bringing it to Life In-Store!

This session will examine the different retail activations available to make sure that your licensed product has the best opportunity to sell-through off the shelf or page.

Rob Bentley, head of retail, NBC Universal

15.45 Grab a Chilled Something!

A fifteen-minute break to grab yourself a glass of something cold and take your seat ...

16.00 Licensing Essentials Panel Discussion

Ask questions of and seek opinion from a panel of recognized licensing experts – no question is considered too difficult!

Denise Penn, Octane 5

Sam Ferguson, vice president of global licensing, Jazwares

Frankie Lisle, managing director, Lisle Licensing

17.00 Close & Drinks