

Programme

Monday 21 March

Arrival of participants in the afternoon

19:30 • Welcome Dinner at Zussen Restaurant

Tuesday 22 March

9:00 – 9:15 • Welcome Words

Speakers **Yolanda Alonso (Cartoon)**
Willemien van Aalst (Netherlands Film Festival)

9:15 – 9:45 • Keynote from Jacques Bled, CEO of one of the world's leading studios for animated features

With a career of 30 years in animation spanning from digital visual effects, 3D animation, VFX for commercials and cinema, Jacques Bled became in mid-2011, the CEO of Illumination Mac Guff, a new company created by Universal Pictures with Chris Meledandri as producer. The animation studio based in Paris produced blockbusters “Despicable Me” (2010), “Dr. Seuss’ The Lorax” (2012), “Despicable Me 2” (2013), and “Minions” (2015). Jacques Bled will reflect upon the creative changes in the animated film industry and offer his vision on the forthcoming business opportunities.

Speaker **Jacques Bled (Illumination Mac Guff)**
Moderator **Christophe Erbes**

9:45 – 10:45 • Focus on the Dutch animation industry

A one-hour presentation by leading Dutch professionals on what the Dutch animation industry can offer for animated shorts, TV series and feature films in terms of support schemes, know-how and services.

Speakers **Doreen Boonekamp (Netherlands Film Fond)**
Bruno Felix (Submarine)
Job Roggeveen (Job, Joris & Marieke)
Michiel Snijders (il Luster)

Moderator **Marleen Slot**

10:45 – 11:15 • Coffee break



11:15 – 12:15 ● Business strategies: IP development, work for hire, or else ?

In order to adapt to the kids' ever-changing market, animation houses have chosen different strategies to exist and succeed at national and international levels. Each speaker will focus on his positioning – IP development, design and talent-led, executive production, line production, etc.

Speakers **Clément Calvet (Superprod)**
Phil Chalk (Factory)

Moderator **Natalie Altmann**

12:15 – 13:00 ● Giving creative input to toy manufacturers

An inspirational presentation from Keith Chapman, the creative writer who has helped leading toy manufacturer Spin Master enter the pre-school animated TV series market. Highly popular “PAW Patrol” series is now shown on Nickelodeon and is yielding significant merchandising revenues. Keith will explain how animation creatives can work for entertainment companies, and in return get their shows financed.

Speaker **Keith Chapman (Keith Chapman Productions)**

Moderator **Christophe Erbes**

13:00 – 14:25 ● Lunch

14:30 – 15:30 ● Scaling your animation business: models of development

Most European animation companies are independent, of small size and need to find what development model will drive their business. This session will look into how production companies can define their business, and which financial and commercial entrepreneurial skills have to be secured to grow bigger.

Speakers **Erica Darby (Spider Eye)**
Gabriele M. Walther (Caligari Film- und Fernsehproduktion)

Moderator **Natalie Altmann**

15:30 – 16:30 ● Focus on smaller producing countries (Part 1)

The difficulties of smaller producing countries who may not have broadcasters' support nor tax incentives to help the financing of their shows. How do they manage to create their own IP, build local successes for larger markets, use co-production, etc.

Speakers **Sarita Christensen (Copenhagen Bombay)**
Moe Honan (Moetion Films)

Moderator **Christophe Erbes**

16:30 – 17:00 ● Coffee break

17:00 – 17:45 ● Using AVoD platforms to increase monetisation of shows

How can you build YouTube audiences, rollout digital and branded kids entertainment channels? An inspiring talk from Wildbrain International, distributor of AVoD premium kids TV entertainment from the DHX library generating half a billion views a month globally on YouTube and other AVoD platforms.

Speaker **Alfred Chubb (Wildbrain International)**

Moderator **Christophe Erbes**

Free evening



Wednesday 23 March

9:00 – 9:45 ● Raising private finance and equity

As public and TV support is more difficult to secure, animation producers and companies need to look at raising finance from other sources. How can producers make their IP and business proposition attractive to investors and venture capitalists will be explained by Cathal Gaffney, a seasoned producer who managed to sell his animation company to Canadian 9 Story Media Group.

Speaker Cathal Gaffney (Brown Bag Films)

Moderator Natalie Altmann

9:45 – 10:30 ● “Peppa Pig” – A marketing phenomenon

Since its launch in 2004 on Channel 5, “Peppa Pig” has become one of the world’s biggest shows for pre-schoolers and a global license and merchandise brand that has turned into an incredible phenomenon. Phil Davies will explain how the creative and business aspects are ensuring the longevity of the property.

Speaker Phil Davies (The Elf Factory)

Moderator Natalie Altmann

10:30 – 11:00 ● Coffee break

11:00 – 12:00 ● Broadcasters’ investment in animation (co-pro models and exploitation)

A discussion by broadcasters of their co-production budgets and larger investment and exploitation budgets for animation programmes.

Speakers Sebastian Debertin (Der Kinderkanal ARD / ZDF (KiKA))

Vicky Schroderus (Finnish Broadcasting Company (YLE))

Moderator Christophe Erbes

12:00 – 12:45 ● Online: new business opportunities for new business models

As the TV market is reaching maturity with high-quality animation, Internet is becoming a new High Street with new disruptive ways to make money, new formats with shorter narratives and new opportunities to launch “lower cost” brands. What does this all mean for producers?

Speaker Tom van Waveren (CAKE Entertainment)

Moderator Natalie Altmann

12:45 – 14:25 ● Lunch

14:30 – 15:00 ● Being creative for digital platforms

Our speaker will illustrate how he is putting his creative talent at the service of Hooplakidz, a YouTube channel for pre-schoolers and how he is balancing quality of animation with low cost production.

Speaker Robert Jaszczurowski (GS Animation)

Moderator Christophe Erbes

15:00 – 16:15 ● Development of animated series: think global!

Webtoons, micro programmes, test modules... How and why should animation producers invest for the “on demand” consumption of kids and how can it help the brand recognition and wider exploitation of their animation properties... These will be some of the topics raised by this panel.

Speakers Julien Borde (France Télévisions)
Alfred Chubb (Wildbrain International)
Jesse Cleverly (Wildseed Studios)

Moderator Christian Davin

16:15 – 16:45 ● Coffee break

16:45 – 17:45 ● Focus on smaller and bigger producing countries (Part 2)

The difficulties of smaller and bigger producing countries who may not have broadcasters’ support nor tax incentives to help the financing of their shows. How do they manage to create their own IP, build local successes for larger markets, use co-production, etc.

Speakers Cristina Brandner Garcia (Neptuno Films Production)
Frank Mosvold (Kool Produktion)

Moderator Christophe Erbes

19:30 ● Farewell dinner at Zinding Restaurant



Thursday 24 March

Departure of participants