



PROGRAMME

TUESDAY 28TH NOVEMBER

Arrival of Participants

13:00 Lunch with all participants in Bar Tomate

14:15 Opening Words

Speakers: Yolanda Alonso (CARTOON)

Speaker TBC (Comunidad de Madrid)

14:30 - 15:15 Keynote Speech: The Way Forward for Animation

Speaker: Orion Ross (VP Content-Animation-Digital & Acquisitions, The Walt Disney Company EMEA)

15:15 - 16:15 Digital Animation in Spain

A selection of the best of Digital Animation in Spain, powered by Diboos

16:15 - 16:45 Coffee break

16:45 - 17:30 Financing Digital Programmes

Speaker: Caroline Percy (Investment Manager, The Ingenious Group)

19:30 Welcome Dinner



WEDNESDAY 29TH NOVEMBER

9:00 - 10:15 Exciting Innovation and Digital Developments from Kids' Broadcasters

Speakers: Julien Borde (France Télévisions)
Yago Fandiño (RTVE)
Hildri Gulliksen (NRK Super)

10:15 - 10:45 Coffee break

10:45 - 11:30 Digital Platforms for Kids and Adults' Content

Speakers: Estelle Lloyd (Co-founder, Azoomee)
Aline Marrache-Tesseraud (SVP International Acquisitions & prebuys, Canal+ Group/Studio+)

11:30 - 12:15 Digital Strategy: How Smart Design Creates your Community

Speaker: Alison Norrington (CEO & Founder, storycentral)

12:15 - 13:00 Building your Fan Base: Tools to Connect and Empower Them

Speaker: Tom Vedel (Producer & Storyteller, Animgram)

13:00 - 14:25 Lunch

14:30 - 15:15 Connecting Print and Digital in the Mobile World

Speakers: Japhet Asher (Digital Director, Carlton Books)
Neal Hoskins (Founder, WingedChariot)

15:15 - 16:00 VR Mobile apps: The Next Big Trend?

Speaker: Bobby Thandi (CEO XRGames, Dubit Limited)

16:00 - 16:30 Coffee break

16:30 - 17:15 Digital Distribution: Opportunities, Pitfalls and Revenues

Speakers: Lucas Bertrand (CEO & Founder, MoMedia TV)
Morgann Favennec (Director International Sales & Development, Xilam)

19:30 Free evening for all participants / Speakers' Dinner



THURSDAY 30TH NOVEMBER

9:00 - 9:45 Storytelling Through Interaction using Digital Technologies

Speaker: Alex Jenkins (Creative Director, Nexus Interactive Arts)

9:45 - 10:30 Case study: "Studio Killers", a Social Media Phenomenon

Speaker: Eliza Jäppinen (Creator, Shiing)

10:30 - 11:00 Coffee break

11:00 - 12:00 Session on Data-Mining and Analysis

Speaker TBC

12:00 - 13:00 Digital Animation: A Mixed Economy for Animation Houses

2 Digital content producers TBC

13:00 - 14:25 Lunch

14:30 - 15:15 Movies, Series and Video Games: Making it Happen

Speakers TBC

15:15 - 16:00 Session TBC

16:00 - 16:30 Coffee break

16:30 - 17:15 Case Study: A Cross-Media Animation Programme

Title TBC

19:30 Farewell Dinner

FRIDAY 1ST DECEMBER

Departure of Participants