



Cartoon CONNECTION
Québec City - Canada
26 - 29 October 2015

PROGRAMME CARTOON CONNECTION CANADA

Monday 26 October

Arrival of participants

18:30 Cocktail and Welcome Dinner at the Séminaire de Québec (Salle des Promotions)

Tuesday 27 October

8:30 – 8:55 Welcome Words

Speakers: Florence Moureaux (Telefilm Canada), Caroline Chopra (CMF/FMC), Marc Vandeweyer (Cartoon) and Louis Leclerc (Pixel).

8:55 – 9:30 Keynote Speech: Reaching audiences in non-traditional ways

With the rise of Internet and mobile consumption anytime and anywhere, a new generation of engaged consumers is now interacting with the multitude of services dominating the digital space. How has this new landscape affected the way programmes are distributed and what are the new monetization models.

Speaker:

Michael McLaughlin (20th Century Fox/Incendo)

Moderation: Kevin Gillis

9:30 – 10:45 Panel with International broadcasters working on kids' programmes

Open discussion on how broadcasters are creating new services to reply to their audience fragmentation and how they are redefining their kid's programmes to adapt to what this particular audience is watching, in terms of content, format and second screen.

Speakers: Laurence Blaevoet (CANAL+)

Hernan La Greca (Cartoon Network - Latin America)

Jean-Baptiste Lamotte (France Télévisions)

Lucy Pryke (CBBC - BBC Children's)

Gráinne Rowe (The Walt Disney Company - EMEA)

Moderation: François Trudel (Groupe PVP (PVP Animation))

10:45 – 11:15 Coffee break

11:15 – 11:30 QFTC Presentation of what Quebec professionals can offer in terms of services and co-production facilities

Speaker: Pierre Moreau (QFTC)



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11:30 – 12:45 Panel with European and Canadian broadcasters working on pre-school programmes

Open discussion on how broadcasters are creating new services to reply to their audience fragmentation and how they are redefining their pre-school programmes to adapt to what this particular audience is watching, in terms of content, format and second screen.

Speakers: Lucile Canault (France Télévisions)

Sarah Haasz (DHX Television)

Glenn O'Farrell (Groupe Média TFO)

Jamie Piekarz (YTV / Treehouse)

Vicky Schroderus (YLE)

Jessica Symons (Channel 5 - milkshake!)

Moderation: Mary Bredin (Guru Animation Studio)

12:45 – 14:15 Lunch at Le 23 Restaurant (Hilton Hotel)

14:20 – 15:40 One-on-One meetings

4 meetings per company of 20 minutes each

15:40 – 16:00 Coffee break

16:00 – 17:00 One-on-One meetings

3 meetings per company of 20 minutes each

18:30 Dinner presented by FRIMA at the sugar shack l'Erablière du Lac-Beauport

Wednesday 28 October

9:00 – 10:20 One-on-one meetings

4 meetings per company of 20 minutes each.

10:20 – 10:40 Coffee break

10:40 – 12:20 One-on-one meetings

5 meetings per company of 20 minutes each.

12:20 – 13:35 Lunch at Le 23 Restaurant (Hilton Hotel)

13:40 – 15:00 One-on-One meetings

4 meetings per company of 20 minutes each.

15:00 – 15:40 Coffee break



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15:40 – 17:00 One-on-One meetings

4 meetings per company of 20 minutes each.

17:00 – 18:30 Drink and Announcement of the 2 winners of *Cartoon Connection Awards*

Free evening

Thursday 29 October

10:00 – 11:30 Sightseeing: Guided Cruise on the St. Lawrence River

Guided cruise on the Louis Jolliet boat with panoramic views to Québec City, Orléans Island, Beauport's Bay and Montmorency Falls.

Departure of all participants
