

Monday, October 9, 2017 Programme Details **3 Queen Caroline Street | Hammersmith | W6 9PE | UK**

8:30 am	Arrival of attendees, <i>Phase 2 Reception Entrance</i>	<i>Ante-Room</i>
9:00 am	<p><u>SPLiCE Welcome & Introductions</u></p> <p>SPLiCE International Benchmark Team Welcome: Electrolux: Paul Sammons, Director, Global Licensing Welcome: Kimberly Kociencki, SPLiCE CEO</p> <p><u>The Walt Disney Company Keynote Welcome: Martin Driver, Director, Food EMEA</u></p> <p><u>Proactive Properties for Brand Protection: Sourcing, Auditing, Government Changes, & Product Safety</u></p> <p>The Walt Disney Company: Elise More, Regional Director, International Labor Standards EMEA</p> <p>SPLiCE Social & Environmental Compliance Universal Resources Training (SECUR): Kimberly Kociencki</p> <p>SPLiCE Members to present overviews of their internal social & environmental programs related to their overall licensing programs. We will learn how the number of licensees and factories along with allocated internal dedicated resources align to the structure that supports the program.</p>	<i>The Cinema</i>
10:30 am	<p>Break</p> <p><u>Round Table: Franchising Models for Success in Health, Beauty, Food and Children's Products</u></p> <p>The Walt Disney Company: Eileen Morrison, Technical Manager EMEA</p> <p><u>Celebrate Success! Licensors Workshop</u> Salha Latif, Manager, Crayola International Licensing</p> <p><u>A Comprehensive Look into Royalty Collection Practices from Leading Licensors within SPLiCE</u></p> <p>NEW Survey results from SPLiCE that provides validation for internally and externally managed royalty collection processes. The data verifies the importance of hands-on/"personal" management. Optics that demonstrates to the C-Suite how critical relationships with licensees and agencies are important to efficiencies of the overall complex payment processes.</p>	
12:00 pm	Onsite Networking Luncheon	
1:00 pm	<p><u>Licensing Know-How for Business Management in China and C-Suite Communications</u></p> <p>Electrolux: Paul Sammons, Director, Global Licensing Operations</p>	
2:00 pm	Help Me Help You Networking Exercise <i>Best Practices & Lessons Learned in Licensing</i>	
3:00 pm	Tea break	
3:30 pm	Action Items & Next Steps to Build a Benchmark Team	
4:00 pm	<p>Spotlight presenters: VIP Sponsor Presentations</p> <p><u>Disruptive Trends Impacting Licensing Today</u></p> <p>Beanstalk: Louise French, Vice President, Marketing and Business Development</p> <p><u>Sas606/iFRS Implications to Licensing Organizations: New Revenue Recognition Rules</u></p> <p>Dependable Solutions, Inc.: Marty Malysz, President</p> <p><u>How to Prove Licensing Moves the Brand Forward</u></p> <p>BrandComply.com/Octane5: Mike Dunn, Founder & Chief Brand Officer</p>	<i>The Cinema</i>
5:00 pm	VIP Networking Reception <i>Thank you sponsors!</i>	<i>Ante-Room</i>
	  	
7:00 pm	Adjourn	

SPLiCE Member Executive Planning Committee



Speaker Biographies



The Walt Disney Company: Martin Driver
Director, Food EMEA

Martin and his team lead the Retail Food business for The Walt Disney Company in Europe, Middle East and Africa. In partnership with leading and challenger brands, Martin’s team creates propositions and activations which help families make healthier choices every day.

Prior to joining Disney, Martin held a series of leadership roles in Marketing and Sales with Mars, Cadbury and KraftHeinz. Martin has owned P&L’s in excess of \$250m sales, created award winning TV and digital advertising campaigns, and launched >\$50m of Innovation.

Martin was educated in Glasgow and Leeds, holding a First Class Degree in Physics and a PhD in Polymer Technology.

Martin is father to a 9 year-old girl and a 6 year-old boy who ensure his knowledge of Disney, Marvel and Star Wars is always up to scratch.



The Walt Disney Company: Elise More
Regional Director, International Labor Standards
EMEA

Elise More is Regional Director EMEA, for the International Labor Standards Group at The Walt Disney Company. In this role she leads the engagement with all businesses in the EMEA region, enabling them and their external partners to implement the ILS program within their branded product supply chains. Elise also leads within EMEA on external engagement on ILS and Human Rights matters.

Prior to working at Disney Elise held various roles including in the fields of Business Ethics, External Relations, and Learning & Development. She is the co-author of a publication on XXX, is a Member of the UK Chartered Institute of Personnel and Development, and holds a first degree in Modern Languages and an MBA with a specialism in Human Resources & Management.



SPLICE: Kimberly Kociencki, CEO

Kimberly is co-founder of SPLICE, a Licensors Community of Best Practice. As CEO, her focus is on strategic planning to ensure the SPLICE membership is learning and sharing best practices to continuously improve brand licensing. With over 65 Member companies in collaboration, they comprise 27% of the DOW, composed of business, nonprofit, academic and government.

For over fifteen years, Kimberly leads collaborative benchmarking exercises for business efficiency. She has led results-driven initiatives for quality and product integrity, social media impact on brand equity, legal implications, brand metrics & objectives, with proactive focus on social, environmental and anti-counterfeiting. Tools from her leadership include scorecards, playbooks, project planning tools, and organizational matrices.

In her role today, Kimberly listens to the SPLICE membership to optimize benchmark collaboration with ability to enhance education, heighten awareness, and help others be at their best every day. Together, we impact brand licensing globally. Kimberly resides in sunny Buffalo, New York with her two daughters Bianca and Jianna.

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Speaker Biographies



The Walt Disney Company: Eileen Morrison
Technical Manager EMEA

Eileen works in the Product Integrity Team at The Walt Disney Company specifically focusing on Food Health and Beauty across the EMEA region. She works closely with the Product Development and Technical Teams across EMEA ensuring that all products are safe and legally compliant.

She has worked with The Walt Disney Company Disney Company for 2.5 years, prior to this she headed Technical Teams across the Food industry including Coca Cola, Arla and Premier Foods among others. Eileen has also worked as a Health and Safety Manager and an Environmental Manager she has also travelled to numerous countries auditing factories and supporting teams where needed in putting Lab and Technical accreditation systems.

Eileen has a BSc Hons (Microbiology), BSc (Biochemistry), MSc (Microbiology) from Cork University in Ireland, Masters in Law from De Montfort University in Leicester and also worked on a PhD Project with Nottingham University.



Electrolux: Paul Sammons
Director, Global Licensing Operations

Paul has over 35 years of progressive internal audit, general accounting and licensing experience. Paul has experience in six industries. His experience includes six years as Audit Manager for Anheuser Busch, eight years as a Controller for a chain of retail stores and eleven years with Corporate Express (now Staples) in roles as VP of Finance and VP of Internal Audit. He has been with the Electrolux Group for five years and is eager to continue the growth of the licensing business. His varied experience in business has been a huge asset to the licensing group at Electrolux. Paul currently is responsible for product quality and factory audits, budgeting and financial functions, and managing customer accounts in the Middle East, India and Hong Kong. Paul currently serves as SPLICE Treasurer.



Beanstalk: Louise French, Vice President
Marketing and Business Development

Louise oversees the agency's International Business Development and Marketing departments working from our London office. In this role, she is responsible for growing the international roster of clients, and for driving the PR and marketing initiatives for Beanstalk's international business.

Since she joined Beanstalk in 2002, Louise has played an integral role in developing the agency's client portfolio outside the US, and has broad experience in developing licensing strategies across multiple industries including corporate, fashion, food and beverage and celebrity brands.

Louise is also responsible for driving development and delivery of international Blueprint consulting projects, including oversight of consumer research studies and feasibility projects on behalf of Europe and Asia.

Prior to joining the agency, Louise held senior buying and product development positions within the fashion and homewares industries, gaining extensive experience working in Europe, North America and Asia.

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Speaker Biographies



Dependable Solutions, Inc.:
Marty Malysz, President



Marty Malysz has 27 years of experience providing automated licensing and royalty systems to owners and licensees of intellectual property. January 2005, Mr. Malysz founded Dependable Solutions, Inc., to offer the latest web-based solutions to trademark licensors, agents and licensees in the consumer product, sports, entertainment, corporate and apparel industries.

Previously, Mr. Malysz presided over the operations at Right Track Solutions, Inc. becoming the largest supplier of royalty and licensing solutions to music and video operations in North America. With over 350 implementations, he successfully sold Right Track Solutions, Inc. to PLX Systems, Inc. and agreed to stay on to run the operations through 2004.

Mr. Malysz expertise includes understanding the unique customer requirements in order to streamline licensing financial processes with automated solutions. At Dependable Solutions, Inc., Mr. Malysz manages a team of experienced analysts, programmers and marketing personnel from the Los Angeles headquarters location with additional offices in Dallas, Las Vegas, Philadelphia, Phoenix, and London. He continues to sell, consult and implement trademark licensing financial management solutions to licensors, agents and licensees. DSI has a team of twenty employees and continues to work with fifty licensing organizations using our systems to manage their daily operations.

As a graduate from the University of California, Los Angeles, Mr. Malysz earned a Bachelor of Science degree in Economics Systems Science. He was a board member of LIMA from 2011 - 2014.



BrandComply.com/Octane5:
Mike Dunn, Founder & Chief Brand Officer



Mike co-founded Octane5 in 2009, after spending over 13 years developing market-leading online brand management and workflow approval systems. In addition to the digital services, Mike built a fully integrated manufacturing facility that had holographic, print production, and finishing capabilities. Mike was a co-inventor on the two patents covering the process of making overprinted holographic hang tags that is currently used on over 1 billion hang tags globally.

Mike was instrumental in developing the global partnership with De La Rue, the world's largest commercial security printer. Through this partnership, the "THREADS" line of sticker and hang tags was developed exclusively for the licensing industry. THREADS employs currency-grade paper technology that is on the leading edge of brand protection. It is currently being utilized by global brands such as Ford, John Deere and Harley Davidson to protect their licensing merchandise. Mike also was the co-architect of the **brandcomply.com** licensing management system.

During his career, Mike developed systems and programs for clients such as NASCAR, The National Hockey League, The Collegiate Licensing Company (CLC) and the PGA TOUR. The CLC brand management and protection program, created in 2002, was the largest in the licensing industry encompassing more than 200 brands, 3500 logos, 2500 licensees, over 100 holographic SKU's and 100+ million holographic units annually.

Mike has been a featured speaker on licensing and brand protection topics at numerous industry events such as the annual Collegiate Licensing Seminar, John Deere licensing symposium, and Anti Gray Market Association. Mike has a Bachelor of Science from Georgia State University, a wife and two sons.

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