

## International Member Meeting Request for Proposal

1 Central St. Giles, St. Giles High Street | London | WC2H 8NU | UK

Monday, October 8, 2018 Programme Highlights

### Request for Sponsor Proposals

Greetings VIP Licensing Experts!

We are opening the formal request for proposal process for sponsors to present during our annual International Meeting on Monday, October 8th, 2018, hosted at NBCUniversal in London, UK. The event is academic in nature and we are looking for presenters that will complement our agenda beginning at 3:00 pm.

Sponsoring presenters should discuss topics that are educational, views on trends, best practices, and new tools & techniques that positively impact brand equity through licensing.

#### Sponsorship Details:

- Sponsorships are \$2,500 each.
- Each sponsoring presenter is invited to join us and bring a guest with them on October 8<sup>th</sup> from 3:00 until the 7:00 pm adjournment.
- Sponsoring companies should have a global office outside the US to support licensing programs.
- Each sponsoring presenter will educate the onsite audience with a 15-minute presentation.
- A networking reception for all in attendance will immediately follow the 4:00 pm presentations.
- One (1) webinar may be presented by the company in the next six months for the global SPLiCE membership online audience, *the topic may be the same as October 8th or different.*



Kindly provide your company name with address including main contact person. This year the executive team would like to learn from potential sponsoring companies:

- How your service benefits the licensing industry?
- What trends or topics you would like to present?

Members are especially keen to learn about:

- Retail trends
- Doing business in the EU, Asia, and South America
- Channel Management with EU Retailers in Administration/Brankruptcy
- eMarketplace Business Best Practices: Amazon & Beyond



Please provide your submitted **information for consideration no later than August 15<sup>th</sup>**. You may send your completed information to [kimberly@SPLiCEonline.com](mailto:kimberly@SPLiCEonline.com). To find out more about SPLiCE, please see the attached documentation or visit: [www.SPLiCEonline.com](http://www.SPLiCEonline.com)

*Thank you in advance for continuing to improve global brand licensing!*

#### SPLiCE Executive Planning Committee



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### Monday, October 8, 2018 Programme

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8:30 am Arrival of attendees  
 9:00 am **Welcome & Introductions**  
**SPLiCE International Benchmark Welcome:**  
 Paul Sammons, SPLiCE Chair Elect  
**Welcome from SPLiCE CEO:**  
 Kimberly A. Kociencki  
**NBCUniversal Keynote Welcome**



#### **The State of General Data Protection Regulation (GDPR)**

NBCU Corporate Counsel

#### **Success with Brand Licensing Co-Promotion Case Studies**

Julie McCleave | Global Licensing Director | Unilever

Lydia Siska | Business Development Manager | Consumer & Film Division | Eastman Kodak Company

12:00 pm Onsite Networking Luncheon

#### **Lessons Learned with New Licensees in Brazil and China**

Paul Sammons | Director, Global Operations & Finance | Electrolux

#### **Round table conversations surrounding wins and challenges**

Channel Management with EU Retailers in Administration/Bankruptcy  
 eMarketplace Business Best Practices: AMAZON & Beyond

2:00 pm **Help Me Help You Networking Exercise** *Best Practices & Lessons Learned in Licensing*

3:30 pm **Tea break with VIP Sponsors**

#### **VIP Sponsor Spotlight Presentations**

Collaborative Industry Actions

#### **VIP Networking Reception**

7:00 pm Adjourn



\*View from NBCUniversal 10<sup>th</sup> floor



### SPLiCE Executive Planning Committee

