



SPLiCE New Year Meeting

January 26 to 28, 2021



SPLiCE New Year Meeting Agenda Highlights [Register today!](#)

14th Annual SPLiCE Social & Environmental Responsibility Mini Summit

Benchmark & Committee Initiatives *SPLiCE focused fact-finding and global best practices*

Help Me Help You (HMHU) *Breakout Benchmarking: Business, Finance, Legal, Quality, Social & Environmental*

2021 SPLiCE Licensors Workshop: *2020 LW Post-Survey Building Blocks & Best Practices & Lessons Learned*

SPLiCE Social & Environmental Responsibility Mini Summit

- Special guests & 360 overview of program processes

Benchmark Team Initiatives

- Strategic Brand Extensions
- Cocktail and Culinary Licensing
- Legal: Anti-Counterfeiting & Trademark Law
- Organizational Structure: Inclusion
- Product Regulatory Compliance: Quality & Safety
- Royalty Collection Best Practices
- GTM: Go-To-Market

Topics for 2021

- Creative Collaborations
- Licensing Services

SPLiCE Standing Committees

- Development: Licensors Summit™
- Education: 2021 *bring it on!*
- International Conference
- Membership: What We Need
- Social & Environmental Responsibility
- Technology Best Practices

*SPLiCE Board of Directors welcome you to join us with complimentary registration.
We can make a global difference with you! All times listed EST*

Tuesday 26JAN21

1:00 pm EST

SPLiCE Member New Year Meeting *Hopin Virtual Platform*

SPLiCE Welcome

Go-To-Market Benchmark Leaders

Strategic Brand Extensions Benchmark Leaders

Cocktail & Culinary Benchmark Leaders

2:15 pm

HMHU Break

2:45 pm

Royalty Collections Benchmark Leaders

Organizational Structure SPLiCE Benchmark Team

Legal Best Practices Benchmark Leaders

Product Regulatory Compliance Benchmark Leaders

4:00 pm

HMHU: Legal and Product Regulatory Compliance Ideation Session *all welcome*

5:00 pm

Teambuilding with Kahoot! SPLiCE 101 & Getting Invested in SPLiCE

6:00 pm

Adjourn

Wednesday 27JAN21

1:00 pm EST

Trends in Licensing New Year Solutions *Hopin Virtual Platform*

Rise of The Virtual Influencer Gary Symons, Editor in Chief, The Licensing Letter

SPLiCE Advisory Stakeholders 2020 Presentations

2:45 pm

Networking Break

3:00 pm

SPLiCE Social & Environmental Responsibility Mini Summit & Guests

5:00 pm

Formal meetings adjourn, networking open

6:00 pm

Adjourn

Thursday 28JAN21

1:00 pm EST

HMHU New Year Solutions *Hopin Virtual Platform*

Recap Actions for 2021 with hosted HMHU Benchmark Breakouts with Industry Insights:

International | Cocktail & Culinary | Strategic Brand Extensions | Royalty Collection | GTM | Legal

Product Regulatory Compliance | Creative Collaborations | Licensing Beyond Merchandise

Business Meetings

Updated January 18, 2021





SPLiCE New Year Meeting

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Tuesday 26JAN21 SPLiCE New Year Meeting: 2021 Benchmarking Hopin Virtual Platform

1:00 pm EST

SPLiCE Welcome

Kimberly Kociencki, SPLiCE CEO and Paul Sammons, Chairman
SPLiCE Yearbook, membership collaborations, benefits, and dates for 2021 & 2022.

Go-To-Market SPLiCE Benchmark Team

Scott Goodfellow, P&G, and Tracey Murphy, Newell Brands | Team Leaders
To benchmark GTM best practices for licensed products in omnichannel distribution.

Strategic Brand Extensions SPLiCE Benchmark Team

Jennifer Campbell, Electrolux | Team Leader
To demonstrate the value of licensing as a vital marketing tool to support the core brand beyond royalties.

Cocktail & Culinary SPLiCE Benchmark Team

Andy Paladino, The Hershey Company | Team Leader
To benchmark best practices of the entire commercialization process for licensed food products.

2:15 pm

HMHU Break

2:45 pm

Royalty Collections SPLiCE Benchmark Team

Mercedes Alvarez, HP Inc. | Team Leader
To benchmark the process of royalty collections.

Organizational Structure SPLiCE Benchmark Team

Dan Croft, HP Inc. | Team Leader
Short-term benchmark studies focused on how SPLiCE Members structure their licensing team inside their corporation/organization.

Legal Best Practices SPLiCE Benchmark Team

Danielle Klausner, The Walt Disney Company | Team Leader
To benchmark legal best practices and protection of our brands.

Product Regulatory Compliance SPLiCE Benchmark Team

Manny Grace, The Walt Disney Company | Team Leader
To build uniform processes for brand and technology owners to employ from the sharing of collaborative best practices to address industry, regulatory and regional compliance.

4:00 pm

HMHU: Legal and Product Regulatory Compliance Ideation Breakout Session: *all welcome SPLiCE Amicus Brief update plus opportunity for Q&A and build upon 2021 objectives.*

5:00 pm

Teambuilding with Kahoot! SPLiCE 101 & Getting Invested in SPLiCE

6:00 pm

Adjourn





SPLiCE New Year Meeting

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Wednesday 27JAN21 SPLiCE New Year Solutions

Hopin Virtual Platform

- 1:00 pm EST Rise of The Virtual Influencer Gary Symons, Editor in Chief, The Licensing Letter
- Engagement through Creative Licensing Collaborations Marty Malysz, President, Dependable Solutions
- Trends in Licensing Scott Stern, President & CEO, Norscot
- Trends in Licensing Mike Dunn, Founder, Co-President, Chief Brand Officer, Octane5

2:30 pm Networking Break

3:00 pm **SPLiCE Social & Environmental Responsibility 14th Annual Mini Summit**
Sponsored by the SPLiCE Social & Environmental Committee including Crayola • Deere & Company • Electrolux Global Brand Licensing • The Hershey Company • NBCUniversal • United States Marine Corps • The Walt Disney Company • Westinghouse Electric Corporation • Whirlpool Corporation

Trends discussed today will influence our 2021 active agenda. We look forward to learn what benchmark topics are of key importance to you, our membership. Bring your questions for an engaging discussion around social accountability, environmental sustainability, audits, and capacity building.

Guest Presenters from Social Accountability International (SAI)

2020 Lessons Learned & Preparing for 2021

- Jane Hwang, President, SAI
- Christie Daly, Director of Corporate Programs, SAI

Help Us Help You

- Brian Bowers, Quality Engineer, Crayola
- Tori Carroll, Manager, Global Brand Standards, NBCUniversal
- Elizabeth Flores, Assistant Manager, International Labor Standards, The Walt Disney Company
- Molly Haragan, Sr. Sustainability Analyst, Responsible Sourcing, The Hershey Company
- Tammy Leber, Associate Global Licensing Manager, The Hershey Company
- Karen Tiongson, Vice President, Global Brand Standards, NBCUniversal
- Massimo Zanoni, EMEA & SEA Senior Manager | Global Brand Standards, NBCUniversal

How to manage your program moving forward?

- Auditing: Opened or closed for business
- What does it mean to accept a virtual audit?
- Mitigating risk when moving into new territories

SECUR 101: Traceability

- Industry Standards i.e. industry standards vs. regional law
- Regional decision making for 2021

5:00 pm Formal meetings adjourn. Networking, matchmaking, and informal breakouts resume.

6:00 pm Adjourn



Thursday 28JAN21

SPLICE New Year Solutions

Hopin Virtual Platform

Actions for 2021: HMHU Benchmark Breakouts with Industry Insights and Business Meetings

1:00 pm EST

HMHU: International Committee, Benchmarking, and March 2021 International Conference

- Execute annual survey, analyze the findings to develop an educational plan and benchmark activity oriented to the needs identified.
- Utilize the LPWC to pinpoint membership with expertise to lead benchmark activities.
- Attract new INTL SPLICE Members/presenters/sponsors.

2:00 pm

HMHU: Cocktail & Culinary Benchmark Ideation

- Licensee Selection & MGT Best Practices within the LCA process
- Brand Filter: How Does It Move the Needle for All Parties
- Navigate 2021 novice to mature food licensing programs
- How to educate & leverage food category within core brand
- Co-Marketing Success & Support

3:00 pm

HMHU: Strategic Brand Extensions Benchmark Ideation

- Deliver a set of tools, metrics, and/or studies that demonstrate the tangible and intangible value of brand licensing.
 - Impact of licensee's marketing spend.
 - True value of royalties to brand owners (core brand team).
 - Benchmark valuation drivers and their impact.
 - To protect brand's IP without investment.

3:30 pm

HMHU: Licensing Services Benchmark Ideation

- Quality Standards – How to qualify and approve a service, compared to a piece of good?
- Customer Support – Way more relevant in a services environment compared to a product.
- Audits – How to audit a licensee commercializing services compared to a licensee manufacturing and distributing products?
- Brand use – How would the licensee employ our brand (when/where) compared to a product?
- Insurance – What are the insurance requirements on a licensee when they are not necessarily commercializing a product but providing a service to customers?

4:00 pm

HMHU: GTM Benchmark Ideation

- Navigating the alignment of distribution channels for in-line products vs. licensed products.
- Maintain the price value relationship in licensed categories. Adjacency of licensed products positioning to core products.
- How to strike balance between in-line brand marketing and licensees marketing of licensed products?

4:30 pm

HMHU: Organizational Structure: Inclusion Benchmark Ideation

- Maintain the momentum from 2020 to keep Inclusion in the forefront
- Develop a survey to benchmark metrics related to Diversity & Inclusion (D&I)
- Research & share best practices to promote D&I goals
- Gather best practices to improve D&I within brand licensing and licensee teams

5:00 pm

Formal meetings adjourn. Networking, matchmaking, and informal breakouts resume.

6:00 pm

Adjourn