

ONE GALAXY AT A TIME: NAVIGATING THE ESPORTS UNIVERSE

Competitive gaming, bite-sized! For brands, media networks and stakeholders.

CURATED BY HURRAH



TUESDAY 11 FEBRUARY

14.00-14.05: KICK-OFF

APPROACHING ESPORTS IN A BITE-SIZED WAY

ARNAUD VERLHAC, ESPORTS BAR DIRECTOR, REED MIDEM

14.05-14.30: OPENING KEYNOTE

MASTERY IS A STEP BY STEP PROCESS: ON PRACTICAL APPROACHES TO GROWING A FOOTPRINT IN ESPORTS, ONE GALAXY AT A TIME

FLORENT 'ELCHIKITO' GUTIERREZ – CMO, VITALITY

14.30-15.30: ROUND-TABLE SESSIONS

DIVE DEEP INTO THE GAMES' ECO-SYSTEMS - LEAD BY NONE OTHER THAN THEIR PUBLISHERS

EXPERTS' TABLE:

- ALBAN DECHELOTTE, HEAD OF BUSINESS DEVELOPMENT & SPONSORSHIPS, RIOT GAMES
- ADRIEN GUERRA, MARKETING AND COMMUNICATIONS DIRECTOR - FRANCE & BENELUX, BANDAI NAMCO
- ALLEN HSU, REGIONAL HEAD OF STRATEGIC PARTNERSHIP AND ESPORTS DEVELOPMENT, GARENA
- BERND GOTTSMANN, SENIOR MANAGER ESPORTS, TENCENT GAMES PUBG MOBILE
- FRANÇOIS-XAVIER DENIELE, ESPORTS DIRECTOR UBISOFT EMEA, UBISOFT
- HUGUES OSSART, SENIOR GLOBAL MARKETING MANAGER, GAMELOFT
- JAN MICHAEL JAHNKE, SENIOR MANAGER ESPORTS, TENCENT GAMES PUBG MOBILE
- PAUL JOHSON, VP COMMERCIALISATION, COMPETITIVE GAMING DIVISION, EA
- STEPHEN HUTCHINS, MARKETING DIRECTOR, HI-REZ STUDIOS

14.30-15.30 MENTORING FOR BRANDS (BY INVITATION)

15.30-16.00: COFFEE BREAK & MEET-UP

1-TO-1 MATCHMAKING VIP ARENA

16.00-18.00 PRE- SCHEDULED MEETINGS X4

VIP ATTENDEES
ONLY

18.15-18.50

THE GAME SHAKERS AWARDS

19.00-21.30

WARM-UP COCKTAIL

16.00-17.00: MENTORING PROGRAMME: WORKSHOP TABLES #1

MENTORS' TABLE:

- ALEXANDER CHEGRINEZ, CBO, STARLADDER
- ANGELA NATIVIDAD, CO-FOUNDER & COO, HURRAH
- ANNA BAUMAN, MANAGING DIRECTOR, ROGUE
- DUNCAN CALOW, PARTNER, IAEL (DLA PIPER)
- JESSANY V'ANT HOFF, STRATEGIC ALLIANCES MANAGER, HYPERX
- JOEP MEDDENS, PARTNER, IAEL (HOCKER)
- JULIEN DUPONT, HEAD OF PARTNERSHIPS, TEAM VITALITY
- ROMAIN SOMBRET, CHAIRMAN & FOUNDER, MCES
- TOBIAS HEIM, MANAGING DIRECTOR, BUILD A ROCKET GMBH
- TOBIAS SCHOLZ, ASSISTANT PROFESSOR, UNIVERSITY OF SIEGEN
- WENDY LECOT, HEAD OF STRATEGIC ALLIANCES AND DIGITAL MARKETING INNOVATION DEVELOPMENT, HYPERX

17.00-18.00: MENTORING PROGRAMME: WORKSHOP TABLES #2

MENTORS' TABLE

- ANGELA NATIVIDAD, CO-FOUNDER & COO, HURRAH
- BILL LE VOIR-BARRY, CTO IBM ESPORTS AND VIDEO GAMES, IBM
- DAVID SMITH, FOUNDER AND COO, WOMEN IN GAMES
- JOHANNA BYRANE, HEAD OF BUSINESS DEVELOPMENT, TWICKENHAM STADIUM
- KIERAN HOLMES-DARBY, CO-FOUNDER & CGO, EXCEL
- OSCAR SORIANO, CEO AND CO FOUNDER, PLAY THE GAME
- RICARDO RODRIGUES, HEAD OF BUSINESS DEVELOPMENT, AMERICAS – BROADCAST SERVICES, TELSTRA
- ROBB CHIARINI, DIRECTOR ESPORTS, NCSA, UBISOFT
- TOBIAS BENZ, DIRECTOR IES AND HEAD OF ESPORTS, UNIVERSITIES GERMANY
- TODD HARRIS, PRESIDENT, SKILLSHOT

17.00-18.00 CLOSED DOOR SESSION (BY INVITATION)

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WEDNESDAY 12 FEBRUARY

9.30-10.00: THE TEAM PERSPECTIVE BROUGHT TO YOU BY LAGARDÈRE SPORTS & ENTERTAINMENT
HOW ORGS LEVERAGE THEIR PLATFORM TO BRING IN NEW PARTNERS: MULTI-TEAM, SINGLE GAME, TALENT LED OR EXPERIENTIAL.

ANIMATED BY JOE HILLS, ESPORTS SALES MANAGER, LAGARDÈRE SPORTS & ENTERTAINMENT

- GLEN CALVERT, COO, FNATIC
- JULIEN DUPONT, HEAD OF PARTNERSHIPS, TEAM VITALITY
- LINDSEY ECKHOUSE, COMMERCIAL DIRECTOR, G2
- XAVIER OSWALD, CO-OWNER, TEAM OG

10.00-10.30: BUSINESS INSIGHTS
DOING GLOBAL EVENTS ACROSS THE WORLD: WHAT CHANGES DEPENDING ON WHERE YOU PLAY?

- MODERATOR: CHRISTIE ST. MARTIN, IMC
- LEO DE BIASE, CO-FOUNDER, BBL
 - RONALD ROBINS, FOUNDER & CEO, MINESKI EVENT TEAMS
 - YAUHENI 'GENE' HLADKI, CPO, STARLADDER

10.30-11.00: COFFEE BREAK & MEET-UP

**1-TO-1
MATCHMAKING
VIP ARENA**

**11.00-13.00
PRE-
SCHEDULED
MEETINGS X4**

VIP ATTENDEES
ONLY

11.00-11.45: BUSINESS INSIGHTS: ADAPTING ESPORTS TO VENUES OR VENUES TO ESPORTS

- MODERATOR: SAMY OUFELLI, HEAD OF NEW BUSINESS, FREAKS 4U GAMING GMBH
- DENNIS GEHLEN, CEO, TAKE TV
 - NIKITA BUFFEE, HEAD OF BUSINESS DEVELOPMENT & PARTNERSHIPS EUROPE, ALLIED ESPORTS
 - DISNEYLAND PARIS

11.45-12.15: FIRESIDE CHAT: HOW INVESTORS PICK & BAN
HOSTED BY ROBB CHIARINI, DIRECTOR ESPORTS, NCSA, UBISOFT

- AHMED DEMYATI, PARTNER, MARCO PARTNERS
 - MATTHIEU DALLON, FOUNDING PARTNER, TRUST ESPORTS
 - SPIKE LAURIE, MANAGING PARTNER HIRO CAPITAL
- FOLLOWED BY 45MIN PITCHING SESSION FROM PARTNERED STARTUPS

13.00-14.15: NETWORKING LUNCH

13.00- 14.15 : CLOSED DOOR SESSION KEYNOTES & ADVISORS (BY INVITATION)

**1-TO-1
MATCHMAKING
VIP ARENA**

**14.15-16.30
PRE-
SCHEDULED
MEETINGS X4**

VIP ATTENDEES
ONLY

14.15-14.35: KEYNOTE BROUGHT TO YOU BY WEPLAY! ESPORTS AR: TAKING ESPORTS INTO THE 4TH DIMENSION - A CASE STUDY ON THE RECENT WEPLAY! BUKOVEL MINOR 2020

-MAKSYM BILONOGOV, GENERAL PRODUCER, WEPLAY!

14.35-15.30: FOCUS ON TRAINING NEW TALENT: THE CASE FOR INTERDISCIPLINARY TRAINING.

MODERATOR: TOBIAS BENZ, DIRECTOR IES AND HEAD OF ESPORTS, GERMAN UNIVERSITIES

- ANNE-MARIE PECORARO, PARTNER, IEL (ATURQUOISE)
- JOSH WILLIAMS, FOUNDER & MANAGING DIRECTOR, THE NUEL
- NICHOLAS AARON KHOO, CHAIRMAN, SCOGA
- STÉPHAN EUTHINE, CO-FOUNDER AND DIRECTOR, LDLC OL

15.30-16.30: BUSINESS INSIGHTS: LESSONS FROM FIGHTING GAMES COMMUNITIES
MODERATOR: ROBB CHIARINI, DIRECTOR ESPORTS, NCSA, UBISOFT

- ADRIEN GUERRA, MARKETING AND COMMUNICATIONS DIRECTOR - FRANCE & BENELUX, BANDAI NAMCO
- FRANÇOIS "FAUSTER" LE BRUN, SHOUTCASTER, SMASH BROS
- JEFF PADOVANI, CEO & CO-FOUNDER, NINJA E-SPORTS

16.30-17.00: COFFEE BREAK & MEET-UP

17.00-17.35: BUSINESS INSIGHTS IN ASSOCIATION WITH EVS
BROADCASTING ESPORTS IN MAINSTREAM MEDIA: WHAT DIFFERENCES EXIST IN MEDIA TREATMENT OVER DIFFERENT TITLES?

MODERATOR: DUNCAN MCMONAGLE, FOUNDER, ATTENTION SPORTS & MEDIA

- BERTRAND AMAR, HEAD OF ESPORTS, WEBEDIA
- GUILLAUME NEVEUX, BUSINESS DEVELOPMENT MANAGER, EVS BROADCAST EQUIPMENT
- MARTA RUIZ DE GAUNA, MANAGING DIRECTOR, UBEAT
- ROBBIE DOUEK, CEO, BLAST PRO

17.35-17.55: FIRESIDE CHAT: 3 YEARS IN: HOW LION CEREALS BUILT A VIBRANT PRIDE WITHIN LEAGUE OF LEGENDS

- ALBAN DECHELOTTE, HEAD OF BUSINESS DEVELOPMENT & SPONSORSHIPS, RIOT GAMES
- BÉRENGÈRE CHALVON DEMERSAY, GLOBAL ASSOCIATE MARKETING MANAGER, CPW

17.55-18.25: KEYNOTE: BUILDING A GLOBAL ESPORTS GALAXY WHEN YOU'RE NOT A PUBLISHER: THE ESL PRO TOUR CASE STUDY

RALF REICHERT, CEO, ESL

18.25-18.45: THE SPORT PERSPECTIVE: HOW DO YOU TAKE AN ICONIC FOOTBALL BRAND TO THE ESPORTS UNIVERSE?

MODERATOR: DUNCAN MCMONAGLE, FOUNDER, ATTENTION SPORTS & MEDIA

- DOMINIK HAHN, HEAD OF LICENSING & ESPORT, BUNDESLIGA INTERNATIONAL
- PSG ESPORTS, FABIEN ALLEGRE, DIRECTOR OF MERCHANDISING AND PARIS SAINT-GERMAIN BRAND DIVERSIFICATION

PRIVATE COCKTAIL

19.30-22.30: VIP DINNER – BY INVITATION

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THURSDAY 13 FEBRUARY



9.30-10.00: BUSINESS INSIGHTS

SPORTS VS ESPORTS MARKETING: FROM THE TRACK TO THE SCREEN, LESSONS FROM SIM RACING

- DARREN COX, PRESIDENT & CEO, TORQUE ESPORTS
- SEBASTIAN HORNING, MANAGER BRANDED ENTERTAINMENT, DR. ING. H.C. F. PORSCHE AG

10.00-10.30: FOCUS ON ASIA

ARE MOBILE ESPORTS OUTCLASSING ALL OTHER TITLES IN ASIA AND WHY?

- AKSHAT RATHEE, MANAGING DIRECTOR, NODWIN
- ALLEN HSU, REGIONAL HEAD OF STRATEGIC PARTNERSHIP AND ESPORTS DEVELOPMENT, GARENA
- RONALD ROBINS, FOUNDER & CEO, MINESKI EVENT TEAMS
- SIDNEY KIM, CEO, ROX GAMING

10.30-11.00: COFFEE BREAK & MEET-UP

*PROGRAMME AS OF 7 FEBRUARY 2020.
SUBJECT TO CHANGE.

1-TO-1 MATCHMAKING VIP ARENA

11.00-13.00 PRE- SCHEDULED MEETINGS X4

VIP ATTENDEES
ONLY

11.00-12.00: MENTORING PROGRAMME: WORKSHOP TABLES #3

MENTORS' TABLES:

- ALEXANDER CHEGRINEZ, CBO, STARLADDER
- ANGELA NATIVIDAD, CO-FOUNDER & COO, HURRAH
- ANNA BAUMAN, MANAGING DIRECTOR, ROGUE
- ANNE-MARIE PECORARO, PARTNER, IAEL (ATURQUOISE)
- JESSANY V'ANT HOFF, STRATEGIC ALLIANCES MANAGER, HYPERX
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- TOBIAS HEIM, MANAGING DIRECTOR, BUILD A ROCKET GMBH
- TOBIAS SCHOLZ, ASSISTANT PROFESSOR, UNIVERSITY OF SIEGEN
- WENDY LECOT, HEAD OF STRATEGIC ALLIANCES AND DIGITAL MARKETING
- YAHAYA MAIKORI, PARTNER, IAEL (LAW ALLIANZ)

12.00-13.00: MENTORING PROGRAMME WORKSHOP TABLES #4

MENTORS'S TABLES:

- ANGELA NATIVIDAD, CO-FOUNDER & COO, HURRAH
- BILL LEVOIR BARRY, CTO ESPORTS & VIDEO GAMES, IBM
- DAVID SMITH, FOUNDER & COO, WOMEN IN GAMES
- JOHANNA BYRANE, HEAD OF BUSINESS DEVELOPMENT, TWICKENHAM STADIUM
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- TODD HARRIS, PRESIDENT, SKILLSHOT

13.00-14.15

NETWORKING LUNCH

1-TO-1 MATCHMAKING VIP ARENA

14.30-16.00 PRE- SCHEDULED MEETINGS X3

VIP ATTENDEES
ONLY

14.30-16.00

MENTORING WRAP-UP, LEARNINGS & TRENDING TOPICS OF ESPORTS BAR CANNES 2020

CLOSING TALK BY ARNAUD VERLHAC, ESPORTS BAR DIRECTOR, REED MIDEM