

# Day One Tuesday 3 July

**Registration and Cloakroom 8am-8pm in the Workstation**

\*Please Note – All lunch and tea and coffee breaks on Tuesday are for SkillBuilder and International Exchange delegates only.

	Crucible Theatre	Workstation Reception	HUBS Common Room	HUBS The Stage	
09:00					09:00
09:30					09:30
10:00					10:00
10:30					10:30
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9:00					9:00
9:30					9:30
10:00					10:00
10:30					10:30

5-6pm Crucible Bar Open  
5-6pm **First Timers' Reception**

6-7.15pm  
**Opening Keynote**  
with Michael Rosen

4.30pm **First Timers' Meet Up**

1-5pm  
CMC SkillBuilder  
**Building a Pitch**

1-5pm  
CMC SkillBuilder  
**Building a Bible**

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	HUBS Hubspace	Sheffield Town Hall	Sheffield Cathedral	Millennium Gallery	
09:00					09:00
09:30		<b>9.20-9.30am International Exchange Welcome Presentation</b>			09:30
10:00		<b>9.30-12.45pm International Exchange Meetings A.M. Session</b>			10:00
10:30					10:30
11:00					11:00
11:30					11:30
12:00	<b>12-1pm Lunch*</b>				12:00
12:30					12:30
1:00		<b>12.45-1.45pm Lunch*</b>			1:00
1:30					1:30
2:00		<b>1.40-1.45pm International Exchange Welcome Presentation</b>			2:00
2:30					2:30
3:00	<b>3-3.30pm Tea and Coffee*</b>	<b>1.45-5pm International Exchange Meetings P.M. Session</b>			3:00
3:30					3:30
4:00					4:00
4:30					4:30
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8:30					8:30
9:00					9:00
9:30					9:30
10:00					10:00
10:30					10:30

**10am-5pm  
CMC Playground Day 1**

**7.15-8.45pm  
The CMC Drinks Reception**

# Day Two Wednesday 4 July

Registration and Cloakroom 8.30am-7pm in the Workstation

	Keynote and Social Events	Cinema 4	Cinema 3	Cinema 2	Cinema 1 Research Insights at The CMC	
09:00						09:00
09:30						09:30
10:00		<b>9.30-10.30am What's Next for UK Kids?</b>	<b>9.30-10.30am What's Next for UK Kids? (overspill)</b>			10:00
10:30						10:30
11:00		<b>11-11.45am Commissioner Conversations: BBC</b>	<b>11.10am-12.10pm Behind the Screens at YouTube Kids</b>	<b>11.10am-12.10pm Bagging a Book Deal</b>	<b>11am-12noon 1. Kids and the Screen: Changing the Channel 2. So What Do Kids Want from Content?</b>	11:00
11:30						11:30
12:00						12:00
12:30		<b>12.15-1pm Commissioner Conversations: PSBs</b>				12:30
1:00			<b>12.40-1.40pm The Art of Laughter &amp; The Art of Meaning Making</b>	<b>12.40-1.40pm Out and Proud? Or Still Under Wraps?</b>		1:00
1:30						1:30
2:00						2:00
2:30		<b>2-3pm Put Your Money Where Your Mouth Is</b>	<b>2.10-3.10pm Big Lessons from Niche Memes</b>	<b>2.10-3.10pm Is the Internet Really Broken?</b>	<b>2-3pm 3. Beauty and the Beast 4. The Kids' Ecosystem, Under the Microscope</b>	2:00
3:00						2:30
3:30						3:00
4:00		<b>3.30-4.30pm Commissioner Conversations: VOD</b>	<b>3.40-4.40pm A-Live and Kicking!</b>	<b>3.40-4.40pm Learning - What's Next?</b>	<b>3.30-4.30pm 5. Finding Your Voice 6. Generation Game</b>	3:30
4:30						4:00
5:00						4:30
5:30	<b>5-6.30pm Crucible Bar Open</b>	<b>5-6pm The Art of Animation Design</b>	<b>5.10-6pm Sustaining UK Animation</b>	<b>5.10-6pm Put It Down to Experience</b>	<b>5-6pm 7. News, Trust &amp; Truth 8. Children's Media and Diversity: What's Next in Europe?</b>	5:00
6:00						5:30
6:30						6:00
7:00	<b>6.30-7.30pm Creative Keynote with Beeban Kidron</b>					6:30
7:30						7:00
8:00						7:30
8:30	<b>8-10pm Pizza Express Supper 124 Devonshire Street, S3 7SF</b>					8:00
9:00						8:30
9:30						9:00
10:00						9:30
10:30	<b>10pm-3am The CMC Party Sports Lounge S1 2PN</b>					10:00
						10:30



# Day Three Thursday 5 July

Registration and Cloakroom 8.30am-7pm in the Workstation

	Cinema 4	Cinema 3	Cinema 2	Cinema 1 Research Insights at The CMC	Showroom Bar & Café	
09:00						09:00
09:30					<b>9-9.30am</b> Tea and Coffee	09:30
10:00	<b>9.30-10.30am</b> Tips and Hits from Animated Women	<b>9.40-10.40am</b> Financing Live-action – The New Frontier	<b>9.40-10.40am</b> Masterclass: 'Kids on Earth'	<b>9.30-10.30am</b> 7. News, Trust & Truth 8. Children's Media and Diversity: What's Next in Europe?		10:00
10:30						10:30
11:00					<b>10.30-11am</b> Tea and Coffee	11:00
11:30	<b>11-11.45am</b> Commissioner Conversations: Nickelodeon and Turner	<b>11.10am-12.10pm</b> Let's Talk about Sex	<b>11.10am-12.10pm</b> The Influencer's New Clothes?	<b>11am-12noon</b> 5. Finding Your Voice 6. Generation Game		11:30
12:00						12:00
12:30					<b>12-2.30pm</b> Lunch <b>Showroom Café</b> (For those attending Showroom lunchtime sessions)	12:30
1:00	<b>12.30-1.15pm</b> Commissioner Conversations: Disney and Sony	<b>12.40-1.40pm</b> The Art of Storyboarding & The Art of Puppets	<b>12.40-1.40pm</b> Steps to Retail Success	<b>12.30-1.30pm</b> 1. Kids and the Screen: Changing the Channel 2. So What Do Kids Want from Content?		1:00
1:30						1:30
2:00						2:00
2:30	<b>2-3pm</b> Commissioner Conversations: Branded Content	<b>2.10-3.10pm</b> The F Word	<b>2.10-3.10pm</b> Building an Audience – What's Next?	<b>2-3pm</b> 3. Beauty and the Beast 4. The Kids' Ecosystem, Under the Microscope		2:30
3:00						3:00
3:30	<b>3.30-4pm</b> The Last Word: Toby Thompson					3:30
4:00						4:00
4:30						4:30
5:00						5:00
5:30						5:30
6:00						6:00
6:30						6:30
7:00						7:00

10:00	<b>Playground Day 4 Friday 6 July 10am-5pm</b>				<b>Millennium Gallery</b>	10:00
5:00						5:00
10:00	<b>Playground Day 5 Saturday 7 July 10am-5pm</b>				<b>Millennium Gallery</b>	10:00
5:00						5:00
11:00	<b>Playground Day 6 Sunday 8 July 11am-4pm</b>				<b>Millennium Gallery</b>	11:00
4:00						4:00

# Day Three Thursday 5 July

Registration and Cloakroom 8.30am-7pm in the Workstation

	Workstation Mezzanine	HUBS Hideout	HUBS Common Room	HUBS The Stage	HUBS Hubspace	Millennium Gallery	
09:00							09:00
09:30					9-9.30am Tea and Coffee		09:30
10:00			9.30-10.30am Prix Jeunesse in a Suitcase	9.30-10.30am Focus on Working with China			10:00
10:30						10am-5pm CMC Playground Day 3	10:30
11:00	10.45-11.45am Speed Meetings: China				10.30-11am Tea and Coffee		11:00
11:30			11am-12pm If we can't Measure it, how can we Manage it?	11am-12noon Play - What's Next?			11:30
12:00							12:00
12:30	12.15-1.15pm Speed Meetings: Nickelodeon and Turner				12-2.30pm Lunch		12:30
1:00		12.30-1.30pm The Making of 'Gudrun: The Viking Princess'	12.30-1.30pm Birthday Brands	12.30-1.30pm Focus on Chinese Kids and Family			1:00
1:30							1:30
2:00	1.45-2.45pm Speed Meetings: Disney and Sony						2:00
2:30			2-3pm De-risk	2-3pm Podcasts - The New Big Thing?			2:30
3:00							3:00
3:30	3.15-4pm Speed Meetings: Branded Content						3:30
4:00							4:00
4:30							4:30
5:00							5:00
5:30						5-7pm Playground Reception	5:30
6:00							6:00
6:30							6:30
7:00							7:00
10:00	Playground Day 4 Friday 6 July 10am-5pm					Millennium Gallery	10:00
5:00							5:00
10:00	Playground Day 5 Saturday 7 July 10am-5pm					Millennium Gallery	10:00
5:00							5:00
11:00	Playground Day 6 Sunday 8 July 11am-4pm					Millennium Gallery	11:00
4:00							4:00