

## SPEAKERS & TOPICS

### KEYNOTE: HEADS TOGETHER! BY JOB ROGGEVEEN

It's been a while since Job, Joris and Marieke founded their creative studio in 2007, and in the past fifteen years they've snatched accolades such as an International Emmy for their film *Kop Op* and a nomination for an Oscar for their short film *A Single Life*. Job Roggeveen, one of the three, is joining us to introduce the creations of Job, Joris and Marieke and the way these three friends started exchanging heads, in real life as well as in imagination.

### KEYNOTE: PLAYFUL MACHINE LEARNING BY ANDREAS REFGAARD

In times when there are so many programmes that can create any kind of image that we want, or even write (often not very appealing) science fiction stories, is it necessary for us to start thinking about the nature of synthetic and authentic creation? Danish creative coder Andreas Refsgaard will argue that everyone in the creative business could use artificial intelligence for their benefit in some way, but not without knowing all the ins and outs of what it can do. In his keynote, Andreas will talk about the intersection between creativity and machine learning and use playful examples to show the audience what the use of AI can mean for our understanding of creativity.

### PANEL: A THING OR TWO WE PICKED UP ON INCLUSION AND DIVERSITY WITH AMIRA DUYNHOUWER, SEBASTIAN MARKT AND SERLINA BOYD

Awareness has been raised about the importance of inclusivity regarding the representation of reality and recognisability of media content, especially in children's media, but it's a topic we need to keep stimulating to gain further knowledge from one another and give the floor to different perspectives. The aim of the panel is to leave the audience with ideas about what they can improve in their own practice when thinking about inclusive children's content.

#### SPEAKERS

#### THEME

#### TABLE 1 | *Hosted by the Netherlands Film Fund/Dany Delvoie & Monique Ruijten* THE DUTCH TOUCH

Lotte Bronshoff & Yiuloon Lee	Meet the Film Fund Consultants
Lotte Bronshoff & Yiuloon Lee	Meet the Film Fund Consultants
Margreet Cornelius & Jolijn Peters	Stimulating Film Education
Dries Phlypo & Marleen Slot	Co-production Case Study: Knor

#### TABLE 2 | *Hosted by Creative Europe Desk NL & Creative Europe Desk Hamburg/Andrea Posthuma & Emma O'Hare* CHANGING PERSPECTIVES, CHANGING THE NARRATIVE

Peggy Driessen	Representation in Practice
Ashar Medina	Case Study: Kofi's Tori
Denis Vaslin & Anette Unger	Case Study: Totem – Positive Role Models
Fadua El Akchaoui	Case Study: Romaisa

#### TABLE 3 | *Hosted by European Film Academy & Emmy Sidiras* EUROPEAN FILM CLUB

Mark Higham	Introduction of the European Film Club
Iman & Thomas	Youth Council Members on Representation in Film
Anissa & Ahmad	Youth Council Members on the Importance of the EFC
Iman & Anissa	Youth Council Members on Representation in Film

#### TABLE 4 | *Hosted by Sterre de Jong (NFF – Netherlands Film Festival)* TRENDS IN KIDS' CONTENT

Sandra Kooij & Margriet Noordhuis	The Importance of Kids Research
David Kleeman	iCan Generation & Their Habits
Lily Yan	The Importance of a Brand
Maryanne Redpath	Young Audiences and the Big Screen: There's No Handbook

#### TABLE 5 | *Hosted by Caterine Baeten (IFFR – International Film Festival Rotterdam)* THE FUTURE OF EDUCATION

Dagmar Heeg	Preparing Generation AI
Rufus Baas	Educating Students to Work in the Metaverse
David Kleeman	Learnification of Gaming
Ahmet Polat	Inclusive Programming

#### TABLE 6 | *Hosted by Sacha Gertsik (GROM Productions)* THE FUTURE OF CREATION

Andreas Refsgaard	Do It Yourself AI
Sander Veenhof	Case Study: The Meta Morph – Becoming a Semi-Digital Being
Marc Delalonde	Generation S: Entering the Symbiocene

#### TABLE 7 | *Hosted by Jeske van der Slikke (Hubert Bals Fund)* THE VALUE OF CO-CREATION

Tonnie & Lennart Dinjens	Case Study: André & Alfred – Kids at the Helm
Christian Lo	Ethics in Working with Children
Dija Kabba	Case Study: Radio Cinekid – How to Get Kids Involved?

#### TABLE 8 | *Hosted by Alessia Acone (IFFR – International Film Festival Rotterdam)* CRAFTING HOPE IN CRISIS

Sanna Lenken	Case Study: Comedy Queen
Madelijn Strick	Humour Development in Children
Madelijn Strick	Humour Development in Children
Ineke Houtman	Case Study: Matties

#### TABLE 9 | *Hosted by Facundo Lema (IFFR – International Film Festival Rotterdam)* GROWING UP DIGITAL

David Kleeman	Lowering Frustration Barriers in Digital Space
Jessica Piotrowski	Growing Up Digital
Zofia Krzyżanowska & Luiza Miranda Rosa Awad	Case Study: The Social Media Bodies
Arthur van Merwijk	Case Study: My Magic Pet Morphle

#### TABLE 10 | *Hosted by Matthijs van der Veer (Lemming Film)* WORDS & IMAGES

Sara Sjöö	Case Study adaptation: Mini-Zlatan and Uncle Darling
Tamara Bos	Writing Films for Young Audiences
Tamara Bos	Translating Children's Literature to the Big Screen



# INDUSTRY FORUM

2022

**CINEKID**  
PROFESSIONALS

PATHÉ AMSTERDAM NOORD, CINEMA 8 & 1  
WEDNESDAY, 19 OCTOBER  
9:30 – 17:30

# TIMETABLE CINEKID INDUSTRY FORUM 2022

CHECK OUT THE FULL  
PROGRAMME ONLINE

Compile your own programme during the full day of the Industry Forum: more than 40 speakers, 10 tables and themes, 4x40 minute rounds. Enter the dialogue and get an exclusive insight into these creative minds and their working practices. Moderator Hugo Emmerzael will guide you through the programme.

After the programme from 18.00 you are invited to join us for the industry drinks to continue the dialogue: Industry Drinks x NAPA (Nederlandse Audiovisuele Producenten Alliantie) @ Modestraat, Buikslotermeerplein 15, 1025 ES Amsterdam



[cinekid.nl/industryforum](https://cinekid.nl/industryforum)

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Creative Europe MEDIA Programme



WHAT	WHERE											
09:30	Doors open	Pathé – Cinema 8										
10:00	Opening by Hugo Emmerzael	Pathé – Cinema 8										
10:15	Keynote Job Roggeveen	Pathé – Cinema 8										
10:50	Keynote Andreas Refsgaard	Pathé – Cinema 8										
11:25	Panel	Pathé – Cinema 8										
12:10	Go through the day	Pathé – Cinema 8										
12:15	Lunch	BoulesBitesBar	TABLE 1	TABLE 2	TABLE 3	TABLE 4	TABLE 5	TABLE 6	TABLE 7	TABLE 8	TABLE 9	TABLE 10
			The Dutch Touch	Changing Perspectives, Changing the Narrative	European Film Club	Trends in Kids' Content	The Future of Education	The Future of Creation	The Value of Co-Creation	Crafting Hope in Crisis	Growing Up Digital	Words & Images
14:00	Welcome back	Pathé – Cinema 1										
14:15	Round 1	Pathé – Cinema 1	Lotte Bronshoff & Yiuloon Lee	Peggy Driessen	Mark Higham	Sandra Kooij & Margriet Noordhuis	Dagmar Heeg	Andreas Refsgaard		Sanna Lenken	David Kleeman	Sara Sjöö
15:00	Round 2	Pathé – Cinema 1	Lotte Bronshoff & Yiuloon Lee	Ashar Medina & Robbert Doelwijt	Iman & Thomas	David Kleeman	Rufus Baas	Sander Veenhof	Tonnie & Lennart Dinjens	Madelijn Strick	Jessica Piotrowski	Tamara Bos
15:40	Coffee/tea break											
15:55	Round 3	Pathé – Cinema 1	Margreet Cornelius & Jolijn Peters	Denis Vaslin & Anette Unger	Anissa & Ahmad	Lily Yan	David Kleeman	Marc Delalonde	Christian Lo	Madelijn Strick	Zofia Krzyzanowska & Luiza de Miranda Rosa Awad	Tamara Bos
16:40	Round 4	Pathé – Cinema 1	Dries Phlypo & Marleen Slot	Fadua El Akchaoui	Iman & Anissa	Maryanne Redpath	Ahmet Polat		Dija Kabba	Ineke Houtman & Martha Mojet	Arthur van Merwijk	
17:20	Recap of the day	Pathé – Cinema 1										
18:00	Industry Drinks	Modestraat										

Share your insights @cinekidforprofs #CFP2022