

Speakers & Topics

KEYNOTE

The Art of Exploration by Deanna Marsigliese

In this inspiring keynote, Deanna Marsigliese (Art Director at Pixar) expands upon her creative process, discussing important topics such as finding your creativity, creating meaning, and following your intuition.

KEYNOTE

Neon Wild: Shaping The Future of Personalised Family Entertainment by Matt Weckel

Neon Wild is the world's first personalised family entertainment platform whose mission is to empower children all over the world to see themselves as heroes. Focusing strongly on representation in games, they address the persistent lack of proper representation and try to overcome this by allowing players to create an avatar that looks and sounds exactly like them. Co-founder Matt Weckel will share the fascinating story of creating *Neon Wild*.

EXPERT PANEL

Real to whom? with Rikke Flodin, Elena di Giovanni, Patrick Chin and Karlijn Landman, moderated by Isabel Sheridan

In response to the theme "Is this real?" this panel will pose the question, "What is real, and for whom?" While it's clear that professionals in children's media are targeting a young audience, there are many intersecting factors that further define their lived realities. In what ways can we understand the audience we are targeting and learn about their specific needs and desires, so we can realistically portray the lived realities of children through media?

TABLE 1	Hosted by Khaetta Chittick (BUFF)	Authentic Storytelling
Francine Oomen	Growing Up with the Target Audience: 25 Years of the Hoe Overleef Ik-series	
Sophie Dros	Case Study: <i>Blozende Oortjes</i>	
Zainab Goelaman	Intuitive Filmmaking	
Sammy Shefa Idris	Case Study: <i>King Ridwan</i>	

TABLE 2	Hosted by Matthijs van der Veer (Lemming Film)	Navigating the digital playground
David Kleeman	Navigating Self-Expression and Advertising in Online Worlds	
Jessy de Cooker	The Image of Technology	
Jesse Bleekemolen	Case Study: <i>Geen Hokje Voor Ons</i>	
Danny Brogan	Perpetuating Stereotypes or Reducing Biases? Opportunities for representation in media	

TABLE 3	Hosted by Facundo Lema (IFFR)	Fantastic(al) Storytelling Part 1
Steye Hallema	Case Study: <i>The Imaginary Friend</i>	
Enzo d'Alò	Case Study: <i>A Greyhound of a Girl</i>	
Lia Booi	The Road to Representation: Approaching Third Culture Kid Content	
Will Ashurst	Case Study: <i>A Mystery on the Cattle Hill Express</i>	

TABLE 4	Hosted by Al Williams (ACE)	Multivocal Media
Nicole van Kilsdonk & Martha Mojat	Case Study: <i>Okédoeibedankt</i>	
Elena di Giovanni	Participatory Accessibility: Co-creating Audio Description with Kids	
Ellen Schut	The Power of Earcatch: Audio-description in the Dutch Context	

TABLE 5	Hosted by Addy Otto (FilmForward)	Masterpieces of Imagination
Bianca Maasdamme & Peggy Reiziger	Sharing Histories with the Maasdamme Collectie	
Gioia Smid & Marieke van Middelkoop	Fiep Westendorp's Legacy: The Story of <i>Pim and Pom</i>	
Oiwai Yiu & Evita Goettsch	Engaging Young Audiences with the <i>Rijksmuseum Collection</i>	
Linde Dorenbosch	Collecting Stories with <i>Radio Cinekid</i>	

TABLE 6	Hosted by Angela Otto (Movies that Matter)	Revealing Realities
Manoushka Zeegelaar Breeveld & Iraida Markus-Meerzorg	A Brief Masterclass in Inclusive Casting	
Sumita Majumdar	The Innerworld Real: Representing Multiplicity in <i>Pablo</i>	
Hidde de Vries & Daniela Persico	Presenting Various Narratives in Film Festival Programmes	
Matt Weckel	A Deepdive Into the Expanding World of <i>Neon Wild</i>	

TABLE 7	Hosted by Fraser White (IFFR)	Beyond Screen Time
Karolina La Fors	Impacting Creativity and Human Interaction with AI	
Rian Evers & Joanneke Weerdmeester (Monobanda)	"Spiegelstern" - A New Way to Express and Cope With Your Emotions	
Karolina La Fors	The Importance of Youth Participation in AI Development	

TABLE 8	Hosted by Lotte Bronshoff (Nederlands Filmfonds)	Fantastical Storytelling Part 2
Jani Pösö	Case Study: <i>Snot & Splash</i>	
Manita & Ian Schaapman	Creating <i>Sam and Julia</i>	
Domien & Wendy Huyghe	Case Study: <i>Zeevonk</i>	
Nathalie van der Burg	Case Study: <i>Jippie No More!</i>	

TABLE 9	Hosted by Jordi Wijnalda (Creative Europe Desk NL)	The Real and Ideal
Danny Brogan	Facilitating Informed Decisions with Common Sense Media	
Martijn Huigsloot	Suitability vs. Harmfulness. A Look Inside the Dutch Rating System "Kijkwijzer"	
Iris Otten	Case Study: <i>Lampje</i>	
Rikke Flodin	Creating Deeper Connections to Young Audiences with PUBLIKUM	

TABLE 10	Hosted by Leonieke Verhoog (Cinekid)	Celebrating 25 Years MediaLab
Teresa de la Hera	Effects and Strategies of Digital Literacy Games	
Merel Booleman	The Rise of Virtual Production	
Marnix van Gisbergen	Decade of VR Productions, What Have We Learned?	
Leonieke Verhoog & Pauline Dresscher	MediaLab Curators Reflect on the 25th Anniversary	

CINEKID

PROFESSIONALS



INDUSTRY FORUM 2023: Is this real?

Pathé Amsterdam Noord, Cinema 8 & 1

Thursday, 26 October

10.00 – 17.30

INDUSTRY FORUM 2023

Is this real?

Create your own personalised schedule

for the Industry Forum featuring over 40 speakers in 10 thematic roundtables, divided over 4 sessions of 40 minutes. Exchange experiences and ideas within these dynamic and interactive sessions with various industry experts.

what	where
9.30 Doors open	Pathé - Cinema 8
10.00 Opening	
10.15 KEYNOTE Deanna Marsigliese	
10.55 KEYNOTE Matt Weckel	
11.35 EXPERT PANEL	
13.00 Lunch	Market 27
14.00 Welcome back + explain sessions	Pathé - Cinema 1
14.15 ROUND 1	
14.55 Short break	
15.00 ROUND 2	
15.40 Coffee & tea break	
15.55 ROUND 3	
16.35 Short break	
16.40 ROUND 4	
17.20 Recap of the day	
20.30 CFP Closing Party	Skatecafé

Cinekid Programme

The full programme can be found in the CfP booklet and on our website: www.cinekid.nl

CfP Closing Party

In the evening, we invite you to join our Cinekid for Professionals afterparty at **Skatecafé** (Gedempt Hamerkanaal 42, 1021 KM Amsterdam) starting at 20:30.



cinekid.nl/industry-forum



The Industry Forum 2023 is funded by the Creative Europe MEDIA Programme and CFAP



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TABLE 1	TABLE 2	TABLE 3	TABLE 4	TABLE 5	TABLE 6	TABLE 7	TABLE 8	TABLE 9	TABLE 10
Authentic Storytelling	Navigating the Digital Playground	Fantastic(al) Storytelling Part 1	Multivocal Media	Masterpieces of Imagination	Revealing Realities	Beyond Screentime	Fantastical Storytelling Part 2	The Real and Ideal	Celebrating 25 Years MediaLAB
Francine Oomen	David Kleeman	Steye Hallema	Nicole van Kilsdonk & Martha Mojet	Bianca Maasdamme & Peggy Reiziger	Manoushka Zeegelaar Breeveld & Iraida Markus - Meerzorg	Karolina La Fors	Jani Pösö	Danny Brogan	Teresa de la Hera
Sophie Dros	Jessy de Cooker	Enzo d'Alò	Elena di Giovanni	Gioia Smid & Marieke van Middelkoop	Sumita Majumdar		Manita & Ian Schapman	Martijn Huigsloot	Merel Booleman
Zainab Goelaman	Jesse Bleekmolen	Lia Booi	Ellen Schut	Oiwai Yiu & Evita Goettsch	Hidde de Vries & Daniela Persico	Rian Evers & Joanneke Weerdmeester	Domien & Wendy Huyghe	Iris Otten	Marnix van Gisbergen
Sammy Shefa Idris	Danny Brogan	Will Ashurst		Linde Dorenbosch	Matt Weckel	Karolina La Fors	Nathalie van der Burg	Rikke Flodin	Leonieke Verhoog & Pauline Dresscher