

Saturday, July 13th, 2019

10:00am – 10:10am

Introduction to the Event (10 mins)

10:10am – 10:40am

Cartoon Network and Boomerang Brands (30 mins)

A brief on our global kids brands

10:40am – 11:30am

Creator's Journey – Patrick Crawley, Creator, Monster Beach (50 mins)

Patrick Crawley talks about his journey as an artist, his creative process for Monster Beach, and his experience working with CN APAC

11:30am – 12:15pm

360 Approach: Expanding IP into the Digital and Game Space (45 mins)

Thinking about and preparing your idea to go beyond the traditional linear narrative format. The theory and strategy behind expanding the narrative story world past the traditional TV format, with proven CN examples.

12:15pm – 1:15pm

LUNCH (60 mins)

1:15pm – 2:15pm

Q&A Talk: Adult Swim – Ollie Green, VP, Animation, Adult Swim (60 mins)

What is the Adult Swim brand DNA? How does Adult Swim stand out in the marketplace? How do Adult Swim and Cartoon Network work with each other?

2:15pm – 2:45pm

Writing Guidelines, & How to Prepare a Pitch Bible (30 mins)

followed by a walkthrough of the development process, practical tips on how to take your concept to a pitch, and a discussion on the motivation behind strong character concepts

2:45pm – 3:00pm

BREAK (15 mins)

3:00pm – 4:15pm

Short Form Comedy Animation Panel (75 mins)

Cartoon Network Original creators and Cartoon Network Executives will have a discussion on how their projects came to fruition and the challenges they faced while working on their respective shows

4:30pm

END