

On the Road to International Expansion with La Caravane Virtuelle

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Part 1: Virtual training

June 16–19, 2020

JUNE 16: LAUNCH WEBINAR

“The point of view of a publisher, a co-development team and an investor (VC): How they choose their collaborators”

French

10:30 a.m.	Opening remarks Carl-Edwin Michel (host) Founder and CEO Northern Arena
10:35 a.m.	Welcome message Francis Baillet Vice-President, Corporate Affairs Ubisoft
10:40 a.m.	The point of view of a publisher Julien Cuny Portfolio Director Google Stadia
10:55 a.m.	QUESTION PERIOD
11:05 a.m.	The point of view of a co-development team Julien Ramette Business Development Director Ubisoft Nathalie Provost Director, Codev Outsourcing Ubisoft
11:20 a.m.	QUESTION PERIOD
11:30 a.m.	The point of view of an investor Bertrand Vernizeau CEO GAMESEER
11:45 a.m.	QUESTION PERIOD
11:55 a.m.	Closing remarks Nadine Gelly Executive Manager La Guilde du jeu vidéo du Québec
12 p.m.	End of webinar



JUNE 17: GROUP TRAINING
“Understanding the particularities of large markets (U.S., Europe, Asia) to target the best collaborators”
French

10:30 a.m.	Opening remarks Carl-Edwin Michel (host) Founder and CEO Northern Arena
10:35 a.m.	Europe: Germany and England Katharina Benz Economic Attachée General Delegation of Quebec in Munich Onur Devrim Economic Attaché General Delegation of Quebec in London
10:55 a.m.	QUESTION PERIOD
11:05 a.m.	Asia: Japan Thierry Slama International Trade Advisor, Asia-Pacific and Oceania Markets Quebec government
11:25 a.m.	North America: United States Mélissa Isom Commercial Attachée Delegation of Quebec in Los Angeles
11:45 a.m.	QUESTION PERIOD
11:55 a.m.	Closing remarks Carl-Edwin Michel Founder and CEO Northern Arena
12 p.m.	End of webinar

JUNE 18: GROUP TRAINING
“How to pitch with charisma”
French

10:30 a.m.	Opening remarks Carl-Edwin Michel (host) Founder and CEO Northern Arena
10:35 a.m.	Training Denis François Gravel President and Presentation Advisor PRÉSENTabilité
11:20 a.m.	QUESTION PERIOD
11:35 a.m.	Closing remarks Carl-Edwin Michel Founder and CEO Northern Arena
11:40 a.m.	End of webinar



JUNE 19: GROUP TRAINING
"How to create a compelling document/demo – marketing specialist"
French

10:30 a.m.	Opening remarks Carl-Edwin Michel (host) Founder and CEO Northern Arena
10:35 a.m.	Training Chris Chancey CEO ManaVoid Entertainment Louis-Étienne Beaupré Studio Head Sunny Side Up
11:20 a.m.	QUESTION PERIOD
11:35 a.m.	Closing remarks Carl-Edwin Michel Founder and CEO Northern Arena
11:40 a.m.	End of webinar

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