




BAPLA

BAPLA Connect Day 2

Breakout Rooms, Timetable and Programme

Breakout Rooms

4Corners Images	 photography you can feel®
akg-images	 akg images
Bridgeman Images	 bridgeman images
British Museum Images	The British Museum
CAPTURE	 capture®
Image Quest Marine	 IMAGE QUEST MARINE
Mary Evans Picture Library	MARY EVANS
Nature Picture Library	 nature picture library
PICSEL	 PICSEL
Science Photo Library 1	SCIENCEphotoLIBRARY

BAPLA



Science Photo Library 2	SCIENCEphotoLIBRARY
Shutterstock	shutterstock
Topfoto	topfoto the image works

Timetable

Friday 8 October 2021 | Starting at 13:45

	BAPLA Connect: Agencies and clients	Time
Main Meeting Room	Zoom meeting opens, attendees arrive	13:45
Main Meeting Room	Intro Session: BAPLA Chair introduces the programme	14:00
Main Meeting Room	Keynote: <i>Authenticity Initiative (CAI) - Re-thinking trust in what we see</i> Speaker: Andy Parsons, Adobe	14:05-15:05
Main Meeting Room	Break: showreel plays as attendees leave and re-join meeting	15:05-15:15
Breakout Rooms	Breakout Rooms open for clients visiting agents and suppliers	15:00-16:30
Main Meeting Room	Wellness Workshop for individuals and teams	15:15-16:15

BAPLA

Main Meeting Room	Break: showreel plays as attendees leave and re-join meeting	16:15-16:25
Main Meeting Room	<p>Closing panel: <i>What constitutes commercial & non-commercial licensing?</i></p> <p>Speakers: Cristina Lombardo, VICE Media; Estelle Moh, Associate, David Llewelyn & Co LLC, Singapore, Anna Skurczynska, Open Plan Law;</p> <p>Moderator: Corky Balch, Sr Director - Rights and Clearance, Shutterstock</p> <p>Sponsored by </p>	16:25-17:35
Main Meeting Room	<p>Social - <i>COP26</i> presentation by </p> <p>BAPLA Chair gives closing thanks</p>	17:35-17:45

	International Times	Time
UK	BST (British Summer Time) Start - End	13:45-18:00
European	CET (Central European Time) Start - End	14:45-19:00
USA	EDT (Eastern Day Time) Start - End	08:45-13:00
Asia-Pacific	SGT (Singapore Time) Start - End	20:45-01:00

Programme

Keynote

Content Authenticity Initiative (CAI): re-thinking trust in what we see

How can we trust the content we see and experience every day? In the age of Deepfakes, NFTs and incredible AI-powered tools for creativity, knowing what is real requires not only new technologies but new ways of understanding digital trust signals.

Adobe's Content Authenticity Initiative was founded to seek out ways to achieve a shared understanding of objective facts about media.

In this talk, we'll explore what has been accomplished so far and the future of authenticity on the Web.

Speaker

Andy Parsons is the Director of Adobe's Content Authenticity Initiative (CAI), which is creating the open technologies for a future of verifiably authentic content of all kinds.



Throughout his career, Andy has worked to empower creative professionals with innovative technologies. Prior to joining Adobe Andy founded Workframe (acquired in 2019), the pioneering visual platform for commercial architecture. Andy previously served as Chief Technology Officer at McKinsey Academy, McKinsey's groundbreaking educational platform and he co-founded Happify, the world's leading mobile platform for digital therapeutics and behavioral health. He has enjoyed deep involvement over the years with the open-source ecosystem, recently as the organizer of the Clojure/NYC engineering community, which grew to several thousand members under his stewardship. Andy is a frequent speaker on topics including media provenance, engineering leadership and entrepreneurship.

With collaborators across hardware, software, publishing and social platforms the CAI is empowering creators with secure provenance. For information consumers, this important work restores trust and transparency to the media they experience.

Closing panel

What constitutes commercial and non-commercial licensing?

She specialises in comparative copyright laws and loves playing with exceptions to copyright and local practice in different jurisdictions across the world.

Commercial vs. non-commercial use is an issue of much debate and opinion, as from a legal perspective, there is no specific distinction between the two, leaving it up to businesses to interpret. Each of our panellists will share their thoughts on:

- What do we mean by commercial as opposed to editorial use?
- What factors come into commercial use?
- Is there more of a requirement to distinguish between commercial/non-commercial in the international marketplace?
- What happens when you push non-commercial use too far via copyright exceptions?
- Can we reach an agreement on what is deemed commercial or non-commercial use?

Speakers

Cristina Lombardo, Director of Licensing EMEA, VICE Media

Cristina Lombardo (LL.M.) is a leading rights and licensing consultant. She has worked with broadcasters, museums, publishers and service providers to streamline copyright licensing processes in the creative sector.

At Vice Media, Cristina heads up Rights and Clearances for EMEA, and routinely trains her international teams on licensing, copyright and related rights across the commercial, advertising, editorial, fashion and news departments.

vicemediagroup.com

Estelle Moh, Associate, David Llewelyn & Co LLC, Singapore

Estelle graduated with a Bachelor of Laws (Honours) degree from Singapore Management University and qualified as an Advocate & Solicitor of the Supreme Court of Singapore in 2016. She joined David Llewelyn & Co LLC in 2021.

Estelle has worked on a wide variety of cases litigated in both the State Courts and the Supreme Court of Singapore, including intellectual property and employment matters. She also has experience in family disputes, matrimonial work, probate and administration, adoptions and guardianships, and criminal matters.

Estelle is proficient in Mandarin and Korean.

dllewelyn.com.sg/estelle-moh/

Anna Skurczynska, Founder Director, Open Plan Law

Anna started her practice as a solicitor in the mergers & acquisitions at the international law firm of White & Case LLP. Over time she specialised in transactions involving IP assets leading her to focus on the protection of creativity.

In 2016, drawn back to private practice, Anna founded Open Plan Law with the ambition of offering innovative, engaged and collaborative legal services to creators of all kinds.

As legal relationships become increasingly complex in the globalised and tech-dominated economies, she firmly believes that those who treat legal

advice as an indispensable element of their business will be at a competitive advantage.

She is a firm believer that legal services should be accessible, affordable and practical while delivered to the highest standards.

In 2018, Anna was shortlisted for the Law Society's Excellence Award (Private Practice) and singled out for her contribution to the photography industry.

Anna is a photographic copyright expert on the British Copyright Council, and is a member of the Copyright Editorial Board at Lexis. She is an Associate Lecturer in Media Law and Ethics at the University of the Arts (UAL) where, since the start of the Covid-19 pandemic, Anna has led a journalistic student project on the impact of the coronavirus on human rights.

openplanlaw.com

Wellness Workshop

Futureproofing your health and wellbeing for the workplace

Your mental and physical health is the foundation of your wellbeing but also crucial to the productivity and success of your employees and business.

During this interview with health expert Julie Deeks, we'll discuss what type of techniques help you improve your mental and physical wellbeing. How we can get ahead by improving our mental agility and re-energising our brain health as well as our bodies? How can we proactively stimulate our brains and bodies to feel more empowered so that we can develop recovery plans and build back? We'll also talk about how to sustain these methods. Plus, there will be useful tips and tricks to keep you going.

Martin Doran is a former healthcare professional (DC MSc MRCS)

Martin worked as a chiropractor in private practice for 15 years in Hertfordshire, London and Bristol

Over the years Martin has worked with notable neuro surgeons in North London treating complex musculo-skeletal conditions, and has treated and advised a great many people including stars of music, TV and screen.