



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Long Range Planning Committee Where Do We Go From Here?

IMDM
San Diego 2018



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Key Priorities

- Retain and Increase Membership
- Increase Transparency
 - LES Structure
 - Communication of Content
- Remaining Relevant



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Plan of Action

- For Each Key Priority Identify Short (1 yr), Medium (3 yr), and Long (5 yr) Term Goals
- Short Term Goals will be practical solutions that can be implemented quickly with lasting impact
- Medium and Long Term Goals will be Require Action Plans



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

The Timeline

- Aim to Present a Tentative Plan to Board in Boston and Action Plan at WPM
- Between Now and Then
 - Connect with Key Committees Re: Processes and Issues
 - Communications Committee
 - Publications Committee



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

What You Can Do

- Have Ideas and/or Feedback?
- Interested in Joining Our Committee?



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Contact Us

Emmanuel Gouge

Emmanuel.gouge@pinsentmasons.com

Sherry Rollo

srollo@hahnlaw.com

David Swain

David.swain@deacons.com.hk



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Thank you