

GAME ROME

ROME
DEVELOPERS
CONFERENCE

13-15 NOVEMBER 2019

Conference Booklet **GAMEROME 2019**





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Welcome to Gamerome



➡ Dear Friends,

it is with great pleasure and pride that me and my amazing team welcome you to the beautiful Country of Italy and to the 4th edition of Gamerome Developers Conference 2019. This is kind of what making a game looks like, isn't it? Months and months (when not years) spent iterating on the formula, trying to offer the audience an innovative yet genuine experience, truthful to the very essence of our beloved industry: fun.

While it is entirely true that we, as humans, never stop learning, I must admit that this year's edition marks a very important milestone for Gamerome, now standing as one of the most vibrant dev community events not just in Europe, but all over the world. The response and the reactions I've got while working on this 2019 edition, coming from all of you brilliant developers and decision makers, was simply astounding and crucial to shape all the cultural contents and business initiatives that will give this essential vital breath to Gamerome. My wish is that all the meaningful connections you will build during these three days, the inspiring ideas you will listen to and the funnier moments you will surely live, will create a never-ending memory that you will always treasure. After all, if a movie like "Roman Holiday" taught us anything, is that even your wildest dreams can come true in this ancient and wonderful city.

Micaela Romanini

EVENT DIRECTOR
GAMEROME





VLG is a boutique video game publisher focused on bringing the audience memorable interactive entertainment for PC and console. We provide developers with a structured network of advisors and experts, delivering top notch support to budding studios, fostering new talents, trends and ideas.

Thanks to a specialized expertise, developed across years of experience in leading companies of the games industry, we sustain each game's life cycle stage by stage, curating every aspect of the publishing pipeline and helping developers with services in the field of sales and marketing, business management, IP development, social media and branding.

VLG

www.vlgpublishing.com

OUR SPEAKERS

FOCUS AND CONTENTS

SWERY Hidetaka Suehiro

White Owls



➔ Why Did I Make “The MISSING: J.J. Macfield and The Island of Memories” as First Career Step in my New Studio?

Swery Hidetaka Suehiro set up a new game studio in 2016 and made a bizarre game that has transgender characters as their first work. The work portrayed violence, fear, loneliness, and

great love. It's life, like a journey. Why did he choose a similar work as the first career step in his new studio? The speaker will talk about that, while doing the post-mortem of The Missing. Come to listen to the story while eating donuts.

Ikumi Nakamura

Creative Director



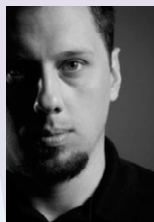
➔ Super Blooming Concepts

Ikumi Nakamura is a Japanese video game industry professional with over 14 years of experience in the field of concept design and creation of worlds/universes, stories, environments and characters. Recent titles include Creative

Director for GhostWire: Tokyo recently announced at E3, lead artist on Evil Within, concept designer for Bayonetta, and environment artist for Okami. She is passionate about creating new IPs and bringing new imaginative worlds to life. She will talk about her special approach to delivering deeper and stronger core concept designs to spark positive spirals for game development. Let's start a super bloom!

Pawel Rohleder

Techland



➔ How to Become a Technical Leader?

In short, attendees will learn how to take their programming career path in their hands. This experienced manager and ex-programmer is going to explain in details how to get from engine programmer to chief technology officer.

Kate Edwards

Geogrify



➔ Building Better Worlds through Game Culturalization

With over 30 years of experience in digital media as a geographer and culturalization strategist, and 26+ years in games, Kate Edwards has been involved in the creation of many games, including major titles such as

Halo, Fable, Age of Empires, Mass Effect, Call of Duty, and many, many others. She has seen it all when it comes to geopolitical and cultural issues that are often overlooked in content creation and can negatively affect the ability of content to be accepted overseas, and she has seen designers miss opportunities to create more robust worlds that engage the players from diverse cultural backgrounds. Kate will discuss the little-known field of content culturalization and how it can assist game creators with building better game worlds that account for a wider range of cultural and environmental aspects.

Many important names in the international games industry will speak during this edition of Gamerome. Among them, great international industry creators and indie developers alike. Have a look at the many speakers hosted during this edition of Gamerome in the following pages.

Frank Sliwka

Founder, Esports Holidays, COO, Epulze



➡ Workshop: eSports & Education

Having been within the Games and exhibition Industry since 1997, Frank Sliwka has been recognized with the German Game Developer Award and the European Games Award.

With 24+ years of corporate leadership and entrepreneurship

in the media, gaming and exhibition industries, Frank Sliwka has a verifiable history of commitment to growth and expansion of businesses in both mature and emerging markets across the Asia Pacific Region, the US, and Europe. He established GDC Europe as one of the most important game industry conferences in the world and Games Convention Asia (GC Asia) as one of the main industry events in Asia.

Europe! branded ecosystems and influencer programs, to monetization through pre-orders and cross promotion.

Ian Livingstone

CBE, Co-founder Games Workshop, Non-executive Chairman Sumo Group plc, Partner Hiro Capital



➡ The Power of Play

Ian has been described as 'one of the founding fathers of the UK games industry'. He was the mastermind behind such iconic brands as Lara Croft: Tomb Raider. He will give an entertaining and visual account of his struggles as an entrepreneur in the 1970s when

he and Steve Jackson founded Games Workshop, launching Dungeons & Dragons in Europe, and later writing the multi-million selling Fighting Fantasy gamebooks series. From analogue to digital, he will give a brief history of computer games, past, present and future, detailing how 'digital' has transformed customer habits and business models, expanding video games from a niche market to a \$150 billion global entertainment industry.

Hans Ippisch

Intellivision Entertainment



➡ Intellivision Amico: Getting Back to the Core Roots of Gaming

Families consider technology in a negative manner sometimes. Intellivision Entertainment is using technology to bring families and friends back together of all skill levels.

Intellivision Amico is about

to get back to the core roots of gaming with a home entertainment system, that invites everyone to gather and play games together side by side. Intellivision will have an incredibly robust library of new games, that are easy to control, fun to get into and designed to bring people together. Intellivision Entertainment is putting Europe on the worldwide map for quality game development with currently 20 games in development all over

Marco Accordi Rickards

VIGAMUS Foundation Executive Director



University teacher, journalist and writer, Prof. Marco Accordi Rickards is VIGAMUS Foundation's Founder and Executive Director. He's in charge of VIGAMUS, the Video Game Museum of Rome, VIGAMUS Academy Game School, and sits in the advisory board of devcom and

Gamerome Developers Conference. He teaches "Theory and Critics of Multimedia Interactive



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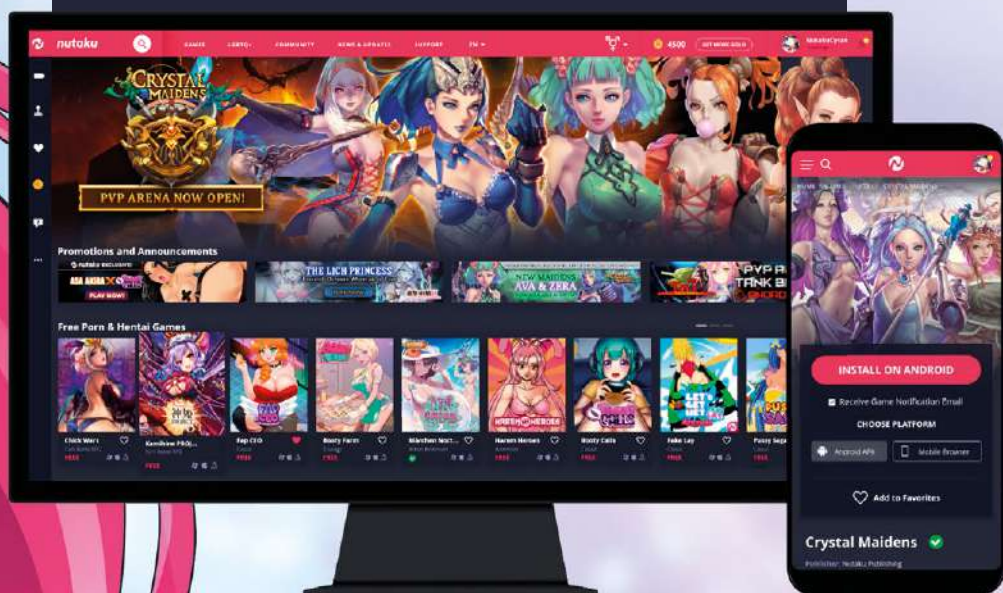


Nutaku Announces Platform Redesign

During Gamescom 2019 in Cologne, Germany, Nutaku announced its upcoming complete redesign.

With many highly requested new features the redesign promises to bring great new experiences to players and game developers.

Stop by our booth to get the inside scoop on what we have coming in 2020.



Gamerome creates content that matters, connecting businesses, brands and industries thanks to its Conference, Dev Showcase, Matchmaking, Publishers Pitch and Networking opportunities.

Works" at the Humanities Faculty of the University of Rome "Tor Vergata" and is Extraordinary Professor and Coordinator of gaming-focused Bachelor's and Master's Degrees in Link Campus University, teaching "Game Journalism" and "Game Critics". He's Editor-in-chief of GamesVillage, leading Italian game magazine. A founding member of EFGAMP, the European Federation of Games Archives, Museums and Preservation Projects, He has published books for Mondadori, Carocci and is currently working for RAI Com (Cartoons on the Bay Festival) and Treccani Enciclopedia.

Giacomo Masi, Daniele Falcone

VLG



➔ **Mixing History and Narrative Design to Create new IPs**
VLG is a boutique video game publisher focused on bringing the

audience memorable interactive entertainment for PC and console. We provide developers with a structured network of advisors and experts, delivering top notch support to budding studios, fostering new talents, trends and ideas. On the stage, VLG's members will show how history is rich, interesting and (most of all) entertaining if exposed in the right way. From the day in which videogames really became a massive and ever-expanding phenomenon developers have reached every kind of player, by creating fresh and innovative IPs, which are all historical and somewhat related to narrative design. During this talk we'll have the opportunity to emphasize the importance of the historical story driven videogame genre, by adding some of our personal experience with our past and current works.

Ivan Venturi, Mauro Copeta, Giacomo Guccinelli

Pride Run



➔ **Pride Run and LGBTQ+ in Videogames**

Ivan Venturi, Giacomo Guccinelli and Mauro Copeta are the authors of Pride Run and they will tell about their direct experience about developing a game which is a celebration of the Prides. 3 years of production and a lot of love and hate along the way through a market and an industry which are often hostile towards LGBTQ+.

Brooke van Dusen

Xsolla



➔ **Five Ways a Direct to Consumer Strategy Can Work for Your Studio**

Direct to Consumer sales is one of the hottest trends in eCommerce today, but what about gaming? With an explosion in new tools and services that make it easier than ever to sell directly to players,

it's essential for any developer that wants to build and sustain their studio as a long-term business to have a direct to consumer strategy in place - from building and owning your own community through branded ecosystems and influencer programs, to monetization through pre-orders and cross promotion.



❖ **Game Design**
❖ **Programming**

❖ **3D Art**
❖ **Concept Art**

VIGAMUS ACADEMY

www.vigamusacademy.com



info@vigamusacademy.com

Marie Claire Isaaman, David Smith, Micaela Romanini, Mea Nilimaa, Kate Edwards



➤ Increasing Diversity and Inclusion in the Workplace

Six of our speakers, coming from many different backgrounds ranging from

games production to advocacy, will assemble on the stage of Gamerome to discuss which are the biggest challenges that underrepresented categories still face in their day by day experience. The aim for today's advocates is to determine which strategies are needed to solve the current problems at the heart of many tech and companies all over the world, with the final objective to improve their workplace culture. Go to page 24 if you want to know more about this panel and its speakers.

Gamerome Awards - Powered by Xsolla

November 14th - 6:00 PM to 7:00 PM

A true cornerstone of our event, Gamerome Awards comes back for this 2019 edition, always focused on its mission to recognize international talents in the field of game development, business and advocacy.

We strongly believe in the power of creativity and video games as a way to change the world and be an example for future generations. This idea will be reflected inside an exciting ceremony where we will express gratitude towards legends of the past, modern day game makers and respectable members of the industry.

Meea Nilimaa

Raw Fury



➤ Why You Should Keep Your Developers Happy

Game companies' biggest challenge today is to keep, recruit and find the right competence. Because of that, a lot of teams can't fill their open positions. This means that a lot of companies have to deliver results while

they are understaffed. How does this affect employee happiness in your company? In a series of interviews, Mea Nilimaa talked to people at different game companies and identified what team members pain points are and why they are not happy. And also, why and what you as an employer can do about it.

Matt Hooper

Oculus



➤ VR Best Practices and Building Interactive Applications Through the Years

While there are shared general best practices for applications across all platforms, Virtual Reality can sometimes require special attention in areas of performance, rendering, and input. We'll look

at some of the most important areas of focus and give some direction on how to achieve the best results. While some mobile development can tolerate relatively low framerates and rendering through modern game engines is known to many, VR requires much more focus to create a competent application. Rendering at framerates of 60, 72, 90, or even 120 fps, to both eyes is one of the significant areas of focus as well as areas of font and UI rendering. User interaction paradigms are also changing with different input including our newly announced hand tracking systems. These new types of interactions are also worth carefully considering.

Through the past 25 years we've moved through generations of PC, Console, Mobile, and now VR hardware cycles. I'll offer some entertaining and informative anecdotes, from my decades of experience, on how fast technology changes but also how the performance vs. fidelity equation has been an ever-present aspect of development.

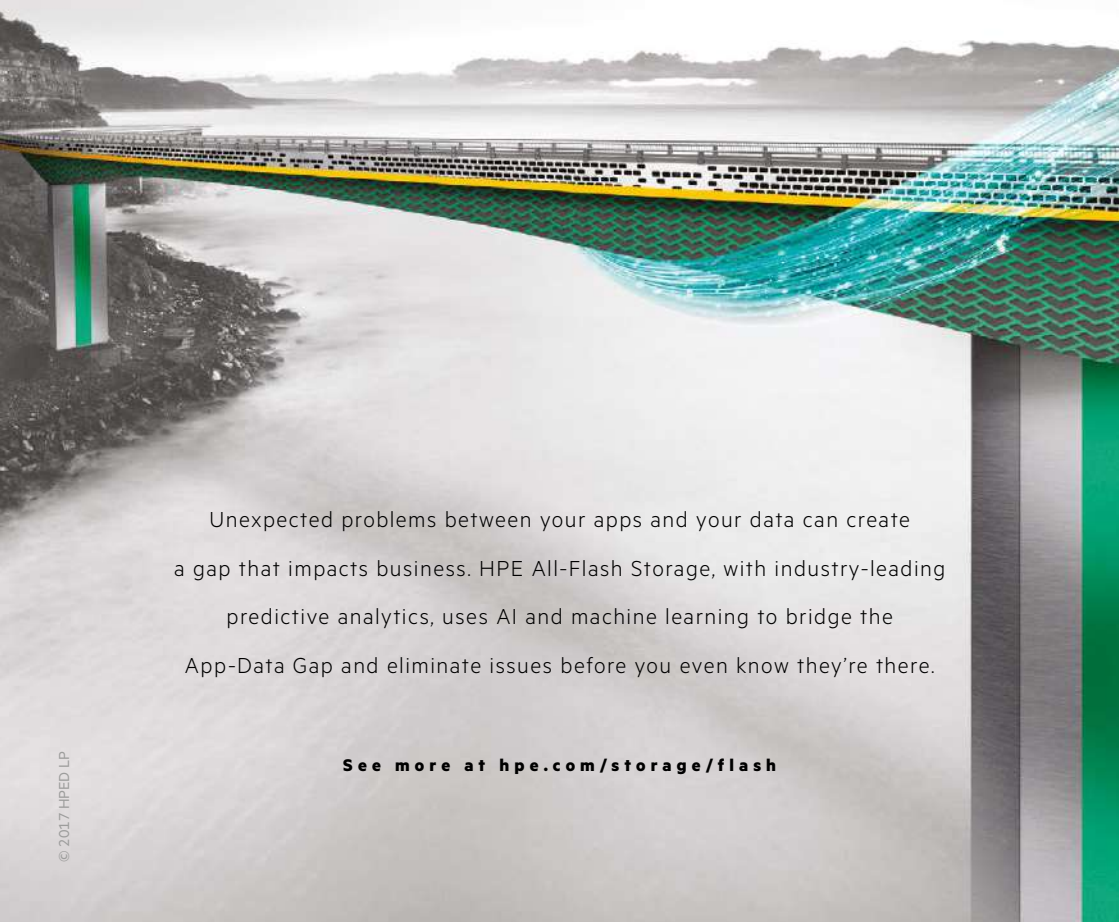
Accelerating next



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Given the background in advocacy and diversity of our Event Director, Micaela Romanini, the formula of Gamerome is all about making connections and meaningful business in a stress-free environment. At the end of day, you will discover how sometimes you should not work hard, but simply work smarter. Having fun in the process.

early as possible into the process of developing, distributing and marketing a video game product or service to avoid problems along the line that may affect the developer's ability to monetize on their game, recoup on the investment and hopefully turn a profit. This workshop is meant to identify and address at high level those issues and provide some practical and useful guidance to help younger developers navigate themselves through the legal minefield that video game development can be. At the end of the session, we'll invite questions from the audience and the audience will be welcomed to share their own personal experiences and legal headaches that they may have encountered as part of their involvement with videogame development and commercialization.

Martine Spaans

Tamalaki



➔ Casually Hardcore: Blurring the Lines Between Gaming Genres

In the beginning... there was Pong. And it was very casual indeed. Or... was it the very core of a hardcore shooter? Let's dive into a history lesson of gaming and discover where popular terms have

lost relevance. We'll clear some cobwebs and challenge the established. We are entering a world where everyone has played a digital game at least once in their life and where the audience as a whole matures to the next level. As our products are constantly evolving it is now also time we start addressing our audience differently.

Hendrik Lesser

Remote Control Productions, EGDF



➔ Best practices from 15 years of founding and running development studios

In the beginning is the game idea, and the idea calls for a company. From initial incubation to scaling and establishing small and mid-sized development studios, Hendrik is going to share his

war stories, learnings and best practices for founders and aspiring developers who plan their dream studio.

Games Germany

➔ Connecting Across Borders - Working Together as Networking and Funding Agencies in Germany - and Europe?

In Germany the different networking and funding institutions operate only locally and are responsible for specific regions within Germany (e.g. Bavaria, Berlin, Hamburg, NRW etc.). Having the same goal - to strengthen the German games industry - we founded Games Germany to cooperate under one umbrella brand. With Games Germany we support national and international events, communicate with international partners and provide relevant insights on the German games industry.

Although we had great experiences, not everything always works as expected. We would like to connect with European networking and funding agencies to exchange on difficulties and challenges and to talk about our different approaches and solutions. Maybe we can even find a way of working together across national borders.



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Regional Funds and Networks

www.games-germany.de

We are completely against “crunch culture” and think that great work can be done while having fun and relaxing. Leave it to us when it comes to give you a taste of the world famous Italian and Mediterranean hospitality!

Tsahi Liberman, Alessandra Van Otterlo, Hendrik Lesser, Andrea Rizzi, Tobias Kopka



➤ **Games for Social Change - Changing Politics and Conflict Management Paradigm Using Gaming Experience.**

Creators like Japanese game design maestro Hideo Kojima, now on the market with his latest game Death Stranding, have shown us that video games can be much more than a vehicle of conflict. Developing a game focused on building connections instead of walls and separations, the notion at the core of Kojima's new work of art, is the purest demonstration of what gaming can do today to improve the collectivity. Even if the Latins used to pronounce the motto divide et impera, or “separate and conquer”, in 2019 we need to do exactly the contrary: build bridges towards other humans and pave the way for a brighter tomorrow.

DID YOU KNOW?

If you choose to visit Rome, you will get to see many different monuments coming from all kind of ages. The thing that will impress you the most, during your stay in Rome, is the diversity of artistic and architectural beauty spread all over the city. There is no such city as Rome in the world: a true open air museum that will impress you with its millennial beauty around every corner.

Maurizio Manzieri

Renowned International Cover Artist

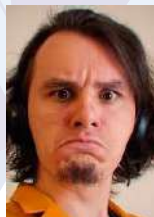


➤ **Building Starships with a Digital Brush**

Maurizio Manzieri, Chesley Award Winner and Spectrum Alumnus, is a renowned international Cover Artist and Italian teacher of Digital Illustration in Turin, Italy. During an exclusive workshop, he'll be pleased to share his techniques of work, talking about recent illustrations in the fantastic editorial field and the magic surrounding his multi-awarded career.

Nicolae Berbece

Those Awesome Guys



➤ **It's OK to Not Know What You're Doing**

Do you remember that bug in your game that you fixed using duct tape? Well, stop thinking about it because if it's stupid and it works, then it's not stupid. This talk is about the smoke and mirrors tricks and hacks used by developers in notable games in the interest of saving time, and if they can ship critically acclaimed games while using cardboard and hot glue, then so can you. Keep repeating the name of this talk in your head.

Andrea Rizzi, Nicoletta Serao

Insight Legal



➤ **Business and Legal Issues for Video Game Developers**

There are some key legal and business issues an indie developer in the making should be aware of and address as

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strategic legal and business support to **developers**, publishing
studios and esports organizations
Bringing together our **enthusiasm** for technologies, IP expertise,
in-house **experience** and regulatory knowledge to **ensure**
pragmatic and commercially savvy legal advice in all areas of law
that are relevant to the businesses of **our clients** ”

Proudly supporting Gamerome



We strongly believe in the power of creating a rich environment for developers, where each of our guest can feel at home and mingle with other people without cultural boundaries or any type of discrimination.

Don Daglow

AIAS Foundation, The Strong



➡ Neverwinter Nights Game Retrospective

2019 is the 30th anniversary of the design if Neverwinter Nights, the first MMORPG with graphics, which paved the way for Ultima Online, Everquest and World of Warcraft, and won a 2008 Technical and Engineering Emmy Award

(which in the US is secondary only to an Academy Award). There are a lot of lessons for dev today in the history of that title. The world of online games in 1989 was text-driven and very slow and primitive.

Marco Rizzotti

Wooga



➡ A Traditional Sculptor in a Digital World

Marco Rizzotti was 14 when he did his first sculpture. By that time there was no YouTube, online courses or tutorials and the Internet was running on a 28k modem (if you were lucky). So, with the help of some books and his own creative

approaches, he built his own sculpting tools and got started. And he used that same approach when he wanted to learn 3D sculpting. How did he find his personal way of solving problems when it comes to designing characters for games? This talk will guide you through his experience of being a traditional sculptor in the 3D digital world, where each project always starts with the same initial question: "How would I do it if I had to sculpt it in real life?".

Anna Norrevik

CEO, Antler Interactive



➡ How to avoid common pitfalls when working with AR

CEO of Antler Interactive, previously called SVRIVE Studios, a leading game studio focused on new tech based in Stockholm with a team of 11 people. At Antler Interactive, Anna has led the recent transition of the organization to

a new company branding, name and strategy as well as the game release of Krystal Kart AR and Krystopia: A Puzzle Journey. During Anna's time the games have been featured by both Google and Apple in mobile stores. She has previously worked 5 years at the leading game developer and publisher Paradox Interactive where she was a Producer for 7 expansions and led the biggest project at the time, CK3. She holds a BSc in Business from the Stockholm School of Economics and has studied Computer Science at KTH.

Giovanna Farinella, Marco Montenovo

HPE Digital Video Services ANG Technical Lead, HPE Digital Video Services Global Solution Architect



➡ Social News Gathering for Video Production in the Cloud with HPE ANG HPE Audience News Gathering (ANG) is a platform for

editors and reporters to bring out contributors sharing outstanding content and help them go live during a show. HPE ANG meets the latest journalism trend of inviting the audience to be part of the extended production crew and go live in the TV Program, helps bloggers gain more visibility, editors to easily reach out to excellent contributors, have better fact checking, and the TV audience interact with their favorite shows.

CHECK OUT THIS GAME INSIDE THE DEVELOPERS' SHOWCASE AREA



The poster features a central, intense portrait of a man with a beard and a cigarette in his mouth, set against a dark, atmospheric background. Behind him are several shadowy, ethereal figures, including one that resembles a unicorn. Below the main title, a woman with long, flowing hair is depicted in a dynamic pose, possibly dancing or fighting, against a backdrop of a city skyline at night. The overall aesthetic is dark and cinematic, with a strong emphasis on visual storytelling.

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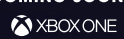
STEAM



GOG.COM



COMING SOON



Valentina Tamer

King



➔ **Narrative Puzzle Design in Adventure Games**

Can puzzles tell stories, or are they doomed to break the player's immersion? Bad puzzle design, ripe with of so-called "moon logic", was blamed for the decline of Adventure games in the late 90s. But looking at the current

market, the genre has seen a revival in new hybrid forms. This talk seeks to analyze puzzle examples from game history to find out: What makes good puzzle design? And how can we use them to tell stories?

Flavia Ceccarelli

Oculus



➔ Getting into the game industry can be a challenge: don't miss out on our portfolio review, you will have a chance to get feedback on your work and understand what studios are looking for today.

Jorge Rosales

Nutaku



➔ **The Adult Gaming Market as an Alternative to the Overcrowded Stores**

Developers are struggling to get funding and ensure discoverability of their games on the mainstream games. Let's take a dive into a market vertical that is growing at a rapid pace: The Adult Game market. We'll look into the main

stores' issues and how game studios can expand their business into this nascent market and how to reach our 25M+ users as well as take advantage of Nutaku's funding opportunity. Takeaways: new business opportunity and better knowledge of a market niche.



**Nordic Game Discovery
Contest Season IV**

November 14th - 5:00 PM to 6:00 PM - Room L

Building on sixteen years of organising successful games industry activities, including the annual Nordic Game conference and exhibition, regional funding programs, overseas networking events and other developer support initiatives, we introduced the Nordic Game Discovery Contest (NGDC) in 2016 – an exciting, competitive challenge where selected game projects are showcased live in pitch competitions at partner events across the world. Now in our fourth season, the unique contest format has been established – instead of just pitching a game the traditional way, contestants compete live onstage in an entertaining round-based battle for points.

Tips for Developers

The judges will look at the material submitted by the contestants, so be sure that you cover the basics there, such as: What's the concept or purpose of the game? Which features make your game unique? What's your game's business model, and why?

Also make sure to deliver all the basic, "hard facts" about your game, like format, present development state, control method, USP etc. On-stage, the judges will look at your stage performance, how you present your game, and they will ask you questions based on the material submitted.

NGDC partners with regional games industry events across Europe and abroad throughout the year to discover the most promising games with the best potential for becoming global hits. These "qualifying round" winners go on to compete for "Game of the Year" in the NGDC Finals at the Nordic Game conference, next year in May in Malmö, Sweden.

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Deep dive in legends, discover legendary artifacts and face the wrath of Poseidon as you set sail on the Mediterranean Sea.

Homer's Odyssey

AN INTERACTIVE CLASSIC



VLCG

ANOTHER
CIRCUS

CHECK OUT THIS GAME INSIDE
THE DEVELOPERS' SHOWCASE AREA

Focus On:

Embracing the beauty of diversity

**Advocates,
creators and
decision makers
assemble
to build a better
games industry**

➔ While the gaming world still struggles sometimes with toxic narratives and mentalities, thanks to the hard work of amazing advocates and role models our industry nowadays looks more diverse and inclusive than ever. As Biology tells us, conglomerating many different types of individuals, each with their own experience, identity and culture, will always lead to better and stronger gaming companies. However, as role playing games have always taught us since 8-bit era, there is still much work left to do after the “endgame”. Fortunately, so much people inside the industry think that this is a quest worth to be pursued. Six of our speakers, coming from many different backgrounds ranging from games production to advocacy, will assemble on the stage of Gamerome to discuss which are the biggest challenges that underrepresented categories still face in their day by day experience. The aim for today’s advocates is to determine which strategies are needed to solve the current problems at the heart of many tech and companies all over the world, with the final objective to improve their workplace culture. Big undertakings always begin with a small leap forward: the change in the widespread mentality that we’re observing today, at the end of the day, is the result of many little revolutions that have led to a better understanding of the value that diversity can bring to the table. Advocacy associations such as Women in Games have shown in the recent years that gatherings and educational initiatives can go a long way when it comes to educate young people from every background about the manifold opportunities games industry can provide them with. Incentivize accessibility to tech and gaming careers, while perfecting global workplace culture, is one of the strategies advocates are focusing right now, in the common effort to achieve a long-term positive effect from which both workers and employers can benefit from.

Panel: Increasing diversity and inclusion in the workplace

THURSDAY, 14th November 2019

15:30 - 16:30

⇒ SPEAKERS: Marie-Claire Isaaman, David Smith, Micaela Romanini, Mea Nilimaa, Andjela Kusmuk, Kate Edwards

MARIE-CLAIRE ISAAMAN
CEO,
WOMEN IN GAMES (WIGJ)



⇒ Marie-Claire Isaaman is CEO of Women in Games (WIGJ) a not for profit organization working in service of achieving full and lasting equality for all women, of any age, of any race, of any background, any ethnicity, any sexual orientation, throughout the game industries and beyond. She engages with a wide range of businesses and organization as a consultant and researcher.

DAVID SMITH
FOUNDER,
WOMEN IN GAMES,
BAME IN GAMES



⇒ David is the Founder of Women in Games WIGJ and BAME in Games, He is a Diversity Advocate and passionate about Women in Esports; He is also CEO of Interactive, specialising in global games executive search and diversity, particularly recruiting more women and minorities and building world-class teams; He is a BAFTA member.

MICAELA ROMANINI
EVENT DIRECTOR,
GAMEROME



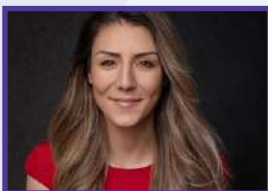
⇒ After being employed by Microsoft as Xbox.com International Coordinator on the Integrated Marketing Europe Team, she is currently employed as Vice Director at VIGAMUS Foundation. She is the Event Director of Gamerome, and the Italian Lead of Women in Games, being also a member of Womentech - Women & Technologies. She teaches "Diversity and Inclusion Policies in the Games Industry" at Link Campus University.

MEA NILIMAA
PRODUCER,
RAW FURY



⇒ Mea Nilimaa is an Operations Specialist with a decade of experience in the Games Industry specializing in Project Management. Currently a Producer at Raw Fury She's working on a number of different indie games, but with her background in companies such as Electronic Arts, Paradox Interactive and Avalanche Studios in various roles working on AAA games she's got insight into a lot of different parts of development.

ANDJELA KUSMUK
STARTUP BIZ DEV MANAGER,
NORTHERN EUROPE,
AMAZON WEB SERVICES



⇒ Andjela Kusmuk is the multientrepreneur and momager of European esports. Leaving her own gaming and game review career behind, she built up the social media presence and partner relations of organizations like Ninjas in Pyjamas and created go to market campaigns for a variety of products including IGN Nordic and peripherals brand Xtrfy and currently part of the advisory board for The Final Tribe and Games Startup Business Development Manager for Amazon Web Services.

KATE EDWARDS
CEO,
GEOGRIFY



⇒ Kate is a 26-year veteran and an outspoken, award-winning advocate of the game industry and the former Executive Director of the International Game Developers Association (IGDA). While serving in many advisory/board roles, she is also a geographer and corporate strategist who pioneered and specializes in content culturalization. Following 13 years at Microsoft, she has consulted on many game and non-game projects for BioWare, Google, Amazon, Facebook, Ubisoft, and many other companies.

Focus On:

Shaping the face of a new world through gaming culture

Creators and decision makers asking what games can do for ourselves and the collectivity

➡ If there's something that we can learn from classic gaming, is that we, the gamers, have the possibility to shape our world according to our vision. Strategic games like Civilization, or the unforgettable "god game" Populous showed us the incredible power that lies in our hands when it comes to respect our planet and make it a better place to live for everyone. It is no surprise, then, that many of many teen gamers of yesterday, who spent hours in front of a PC watching in awe at Sid Meier's creations, now count among the ranks of the industry as its most respected members. Gaming is indeed affecting our lives in the best possible way, inspiring people to become the change that they want to see in the world. Since many years is no mystery that games can facilitate many fields of our living: some well renowned subfields of the interactivity, such as simulations, applied games and gamification systems, have been crucial in many socially relevant contexts, such as the preservation of the environment, therapy and social justice. The idea of games as a platform for change eventually invaded even the mainstream and Triple A ecosystem. Creators like Japanese game design maestro Hideo Kojima, now on the market with his latest game Death Stranding, have shown us that video games can be much more than a vehicle of conflict. Developing a game focused on building connections instead of walls and separations, the notion at the core of Kojima's new work of art, is the purest demonstration of what gaming can do today to improve the collectivity. Even if the Latins used to pronounce the motto divide et impera, or "separate and conquer", in 2019 we need to do exactly the contrary: build bridges towards other humans and pave the way for a brighter tomorrow.

Panel: Games for Social Change: Changing Politics and conflict management paradigm using gaming experience

THURSDAY, 15th November 2019

11:00 – 12:00

ROOM L ➔ SPEAKERS: Tsahi Liberman, Alessandra Van Otterlo, Hendrik Lesser, Andrea Rizzi, Tobias Kopka



TSAHI LIBERMAN

HEAD OF BUSINESS
DEVELOPMENT AND
MARKETING, SIMPOOL

➔ For over 15 years now, Tsahi has been connecting the Israeli game industry to game developers and professionals around the world, been a key speaker and board member in major game conferences globally. Tsahi has been creating games since childhood, and worked on various game titles for children, with Nickelodeon, Disney, Sesame Street, PBS kids, BBC, Tabtale, HOP! Channel, BabyFirstTV and many more.



ALESSANDRA VAN OTTERLO

CONTROL MAGAZINE/EUROPEAN
GAME SHOWCASE AT GDC

➔ Alessandra van Otterlo is the owner and editor in chief of Control Magazine, for which she runs the Dutch website Control Online, the English 'micro mortem' site Control 500, and job portal Gamejobs.eu. She is also co-organizer of the European Game Showcase at GDC, an event where 30+ European developers showcase their newest games to press, publishers and strategic partners.



HENDRIK LESSER

CEO, REMOTE CONTROL
PRODUCTIONS –
PRESIDENT, EGDF

➔ Serial entrepreneur Hendrik is well known as CEO of the international production house remote control productions and President of the EGDF. After starting out in the industry as a Producer and Product Manager he has been building a family of independent development studios throughout Europe for over 13 years, which today consists of 13 teams in five countries with more than 270 passionate game makers.



ANDREA RIZZI

PARTNER, INTERACTIVE
ENTERTAINMENT, DIGITAL MEDIA
& TECHNOLOGY, INSIGHT LEGAL

➔ Andrea is a dual qualified (Italy; UK) all-round commercial/intellectual property and information technology lawyer and his practice focuses on assisting video game and esports industry clients. Before joining Insight in 2018, Andrea led the Italy's TMT practice of an international law firm and prior to that he worked as in-house counsel in the legal and business affairs team of Take-Two Interactive, the owner the Rockstar and 2K labels, and of Activision Blizzard.



TOBIAS KOPKA

ARTISTIC DIRECTOR, LUDICIOUS,
HEAD OF DEVELOPER RELATIONS, REBOOT DEVELOP

➔ Tobias Kopka is the Artistic Director of Ludicious Zürich Game Festival and Head of Developer Relations at Reboot Develop in Croatia & Canada and thus leading some of not only Europe's finest game developer conferences. Tobias has been heading the Conference & Program Direction of Quo Vadis. Create. Game. Business (Berlin) and Respawn – Gathering of Game Developers (Cologne) for more than five years and is curating conferences and professional events with his vast background in tech, art and science for more than 10 years.

**WEDNESDAY
13.11.2019**

17:30-20:00

Networking party

THURSDAY 14.11.2019

Room L

Room M

Room S

10:00 - 11:00

**Why did I make "The MISSING:
J.J. Macfield and the Island of Memories"**
as first career step in my new studio?
Swery

11:00 - 12:00

Super Blooming Concepts
Ikumi Nakamura

12:00 - 12:30

How to become a technical leader?
Pawel Rohleder, Techland

12:30 - 13:00

**Intellivision Amico: Getting back to the
core roots of gaming**
Hans Ippisch, Intellivision Entertainment

12:00 - 13:00

**Building Better Worlds through Game
Culturalization**
Kate Edwards, Geogrify

12:00 - 13:00

eSports and Education
Frank Sliwka, IB Media

13:00 - 14:00

VIP LUNCH OFFERED BY XSOLLA

14:00 - 15:00

The Power of Play
Ian Livingstone, Sumo Digital

15:00 - 15:30

**Mixing History and narrative design to
create new Ips**
Daniele Falcone, VLG Publishing,
Giacomo Masi, Studio V

15:00 - 15:30

Pride Run and LGBTQ+ in videogames -
Ivan Venturi, Mauro Copeta,
Giacomo Guccinelli,
Pride Run

16:00-17:00

**Five Ways a Direct to Consumer
Strategy Can Work for Your Studio**
Brooke van Dusen, Xsolla

15:30 - 16:30

**Increasing diversity and inclusion
in the workplace**
David W. Smith, Marie-Claire Isaaman
Mea Nilimaa, Kate Edwards

17:00-18:00

Nordic Game Discovery Contest
Teddy Florea

16:30 - 17:00

**Why you should keep your
developers happy**
Mea Nilimaa, Raw Fury

18:00 - 19:00

GAMEROME AWARDS - POWERED BY XSOLLA

FRIDAY 15.11.2019

Room L

10:00 - 11:00

VR Best Practices and Building Interactive Applications Through the Years
Matt Hooper, Oculus

11:00 - 12:00

Games for Social change
T. Liberman, A. Van Otterlo, H. Lesser, A. Rizzi, T. Kopka

12:00 - 12:30

It's OK to not know what you're doing
Nicolae Berbece,
Those Awesome Guys

12:30 - 13:00

Casually Hardcore: Blurring the lines between gaming genres
Martine Spaans, Tamalaki

Room M

11:00 - 12:00

Building starships with a digital brush,
Maurizio Manzieri

12:00 - 12:30

Business and legal issues for video game developers
Andrea Rizzi, Nicoletta Serao, Insight Legal

12:30 - 13:00

Best practices from 15 years of founding and running development studios
H. Lesser, EGDF, Remote Control Productions

Room S

12:00 - 13:00

Connecting across borders - working together as networking and funding agencies in Germany - and Europe?
Games Germany

13:00 - 14:00

VIP LUNCH OFFERED BY VLG

14:00 - 15:00

Neverwinter Nights Game Retrospective
Don Daglow, AIAS Foundation,
The Strong

15:00 - 16:00

A traditional sculptor in a digital world
Marco Rizzotti, Wooga

16:00 - 17:00

Social News Gathering for Video Production in the Cloud with HPE ANG
HPE Audience News Gathering
G. Farinella, M. Montenovo, HPE

17:00 - 18:00

The adult gaming market as an alternative to the overcrowded stores
Jorge Rosales, Nutaku

14:00 - 16:00

Intellivision Amico Hands-On Presentation

15:30 - 16:00

How to avoid common pitfalls when working with AR
Anna Norrevik, Antler Interactive

16:00 - 17:00

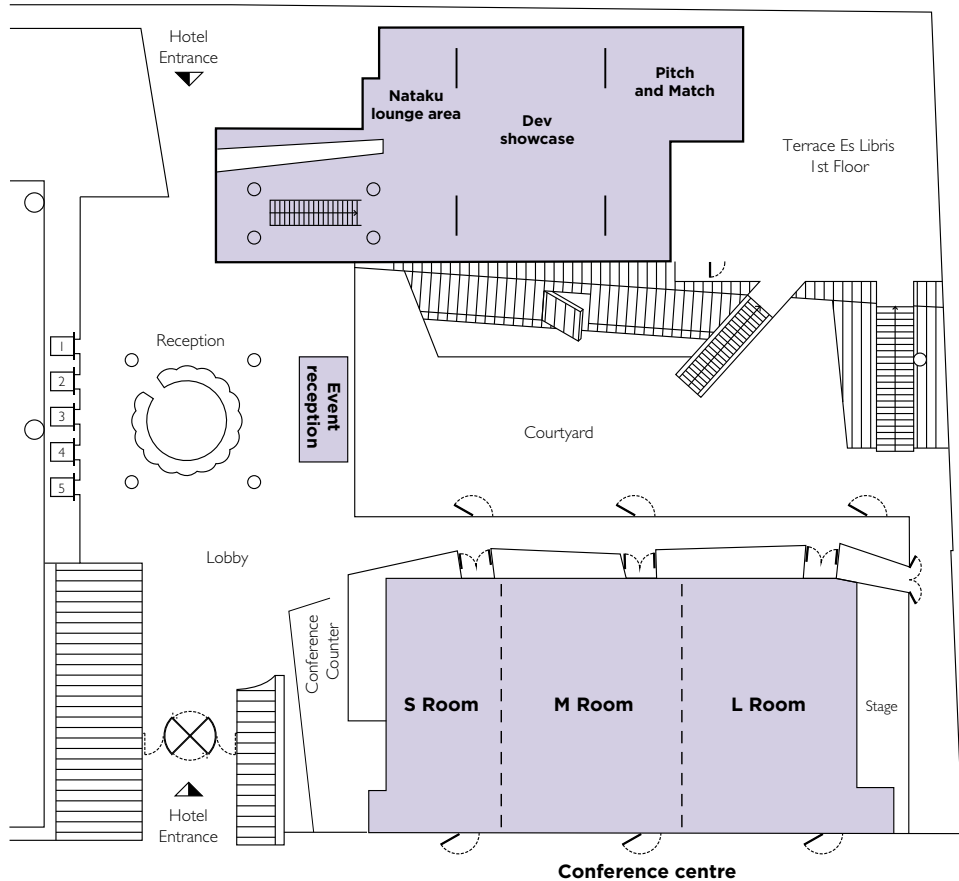
Narrative Puzzle Design in Adventure Games
Valentina Tamer, King

16:00 - 17:00

Art: portfolio review
Flavia Ceccarelli, Oculus

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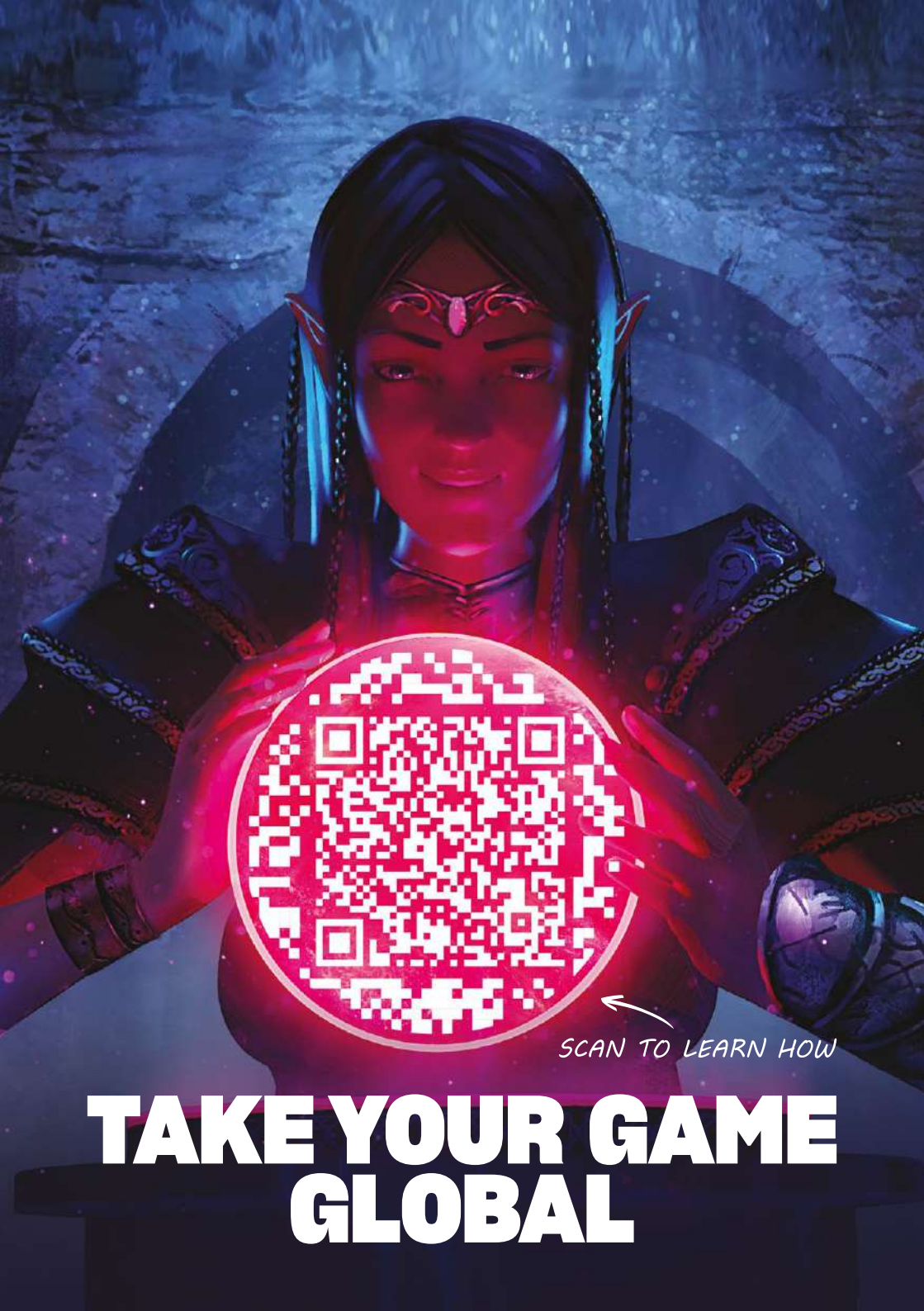




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SCAN TO LEARN HOW

**TAKE YOUR GAME
GLOBAL**