

**Discover how to build compelling and player-friendly games for the next big hit in gaming development.**

“The EiG Game Design and Development conference is a fantastic forum for industry specialists to discuss the future of games and how operators and game developers can work more closely to develop the best content for players.”

**Warren Eloff, Head of Product, Virgin Games** 

**Game Design and Development 2011, is the only place where you can hear the very latest in gaming design, testing, practice and theory to:**

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- ➔ Analyse the latest trends in building compelling games to build customer loyalty and ensure player satisfaction
  - ➔ Introduce the most popular games into your portfolio including social, narrative, skill and quick-play games
  - ➔ Understand your new audience – how to gain experience of the key consumer trends specific to a local area
  - ➔ Harness player insights, CRM and demographic profiling to build more popular games
  - ➔ Build successfully platform – agnostic games to spread across your portfolio
  - ➔ Find the right mix of outsourced and in-house development to ensure agility and flexibility in your team
  - ➔ Develop the next generation of high impact games to meet the expectations of the tech-savvy consumer and changing gaming habits

**Kick-off your Totally Gaming EiG week with the first ever Game Design and Development Conference. Available as part of your Platinum VIP Club Pass or just €599!**

# Monday and Tuesday, 19 – 20 September



## How to build compelling and player-friendly hit games for the next generation

### Day One, Monday, 19 September

#### 11:30 Chairman's opening remarks

##### GAME MECHANICS

#### 11:40 Keynote Panel: A look at the latest gaming trends in building a compelling game that promotes loyalty, deep engagement and player satisfaction through better game mechanics

A look at the success of:

- Social games
  - Narrative based games
  - Skill games
  - Quick play
- Is there a role for big brand games and if so, how can they be better leveraged and executed?
  - What's the next big thing in gaming trends?

**Chris Ash**, Managing Director, **Ash Gaming**

**Marijn Harinck**, CEO, **United Games**

**Mark Paling**, Commercial Content Director, Openbet & CEO, **Electracade**

**Francesco Gaziano**, CEO and Managing Director, **King.com Italia Srl**

#### 12:30-13:30 Lunch and networking

#### 13:30 Deep Dive: Narrative games

How to inject storytelling elements into your games for improved loyalty and engagement

- Analyse concepts of story-based games and the reasons behind their current and potential success
  - Where to begin? Discover how to get your new game off the ground – story writing tactics, how game-play mathematics differ in narrative based games and creating your game's 'world'
  - Outline the gamer expectations of story-based gaming
  - Tactics to introduce the same level of adrenaline and 'quick win' success while maintaining loyalty over a longer period of time
- Nikolaj Hyldig**, Senior Gaming Concepts Designer, **Ericsson Research and Innovation**

#### 14:15 Deep Dive: Social gaming

- What are the key elements to making a game go viral, encourage community interaction and encourage the repeat seen on the biggest hits?
- Discuss potential opportunities to develop multi-player slot and casino games – how can multiplayer games work on this scale?
- Create a sense of community through shared pots and jackpots to promote both competitive and co-operative game-play
- Push the idea online – how to build a community through instant messaging, forums and social media without being able to rely on the physical casino community

**Dominic Mason**, Director, **AtomicFire**

**Fabio Viola**, Founder, **DigitalFun S.R.L**

#### 15:00 "The Maths"

- How are the mathematical modelling of rewards in online games different, and how could they be adopted by you
- Case study on success of Cleopatra

#### 15:45-16:30 Refreshments and networking break

#### 16:30 Expand into emerging markets with 'local strategies' to guarantee success in a new market

- Understand your new audience – how to gain experience of the key consumer trends specific to a local area
- Implement a pan-European strategy whilst maintaining the ability to react quickly on a local scale
- Overcome the potential technological limitations across Europe for

both online and casino gaming

- Discover tactics to introduce pan-European games that are adjustable on a local level to ensure you meet differing consumer demographics and expectations

**Milena Ivanova**, Eastern European Regional Manager, **Betfair**

**Laszlo Keczer**, Head of Emerging Products, **Betsson Ltd.**

#### 17.30-18.30 End of day one - drinks reception

### Day Two, Tuesday, 20 September

##### GAME USABILITY AND TESTING

#### 09.00 Chairman's opening remarks

#### 09.10 Case Study: How to harness players insights, CRM and demographic profiling to build better and more profitable games

**Warren Eloff**, Head of Products, **Virgin Games**

#### 09.40 In-house v outsourced development

- What are the advantages and risks of developing your games in-house?
- What are they for outsourcing?
- A look at new trends in development: agile, quick release iterations, user generated content, market testing

**Joachim Timmermans**, Head of Casino, **Unibet**

**Dieno Albit**, TBC, **mybet.com**

#### 10.20 Cross-platform development

- How to build platform agnostic games?
- What are the key usability features players love - from iPhones, Android, tablets etc? Can design games specifically for these devices?
- The rules of success for mobile gaming

**James McNab**, Head of Mobile, **Jackpot Joy**

**Shai Gottesdiener**, Platform and Business Application Director, **888.com**

#### 11.00 Morning refreshments and networking

##### GAME DESIGN AND HARDWARE

#### 11.30 Develop the next generation of high impact games to meet the expectations of the tech-savvy consumer and changing gaming habits

- Integrate HD graphics and surround sound into a successful game offering high playability that is competitive with the latest game graphics
- Investigate potential limitations with flash and internet speed of the target consumer – how realistic is developing games for 10mb/s internet connection
- Change with the times – how is online gamer behaviour changing 'at-home' – using hardware other than keyboard and mouse
- Start planning for a gaming revolution – make strides towards 3D gaming at home and at the casino

**Dia Nag**, Product Manager, **Rank Interactive**

**Ray Peacock**, Product Development Manager, **William Hill**

#### 12.30 Chairman's closing remarks and close of conference