CONFERENCE SCHEDULE

DEV ▶ PLAY 2018

DAY 1 — OCTOBER 4, THURSDAY

	EPIKA HALL	HALL 10	WORKSHOP HALL
09:00 - 10:30	Registration & Coffee		
10:15 - 10:30	Opening Speech, with **Mr. Petru Bogdan Cojocaru, Minister of Communications**		
10:30 - 11:30	Keynote Session by **Rami Ismail, Vlambeer**		
11:30 - 12:00	**Tom Giardino, Valve** Steam Update: How Your Game Can Make the Most of New Tools and Features on Steam		
12:00 - 12:30	**Juha Matikainen, Remote Control Productions** A Game Developer's Guide to VC Investment	**Joseph Azzam, Epic Games** The Future is Unreal: Realtime Raytracing, Digital Humans, and AAA on Mobile	Student Workshop: **Gabriel Stancu, Amber** 8 Things I Wish I Knew As a Young Game Developer
12:30 - 13:00	**Ted Verani, Wappier** Users Acquired.... Now What? How to Use Loyalty Program and Pricing to Maximize Revenue	**Aleksander Kauch, 11bit Studios** Artificial Stupidity - AI In Video Games	
13:00 - 14:00	Lunch Break		
14:00 - 14:30	**Chris Wilson, Future Play** Generating Global Buzz: Creating Influencer-Led Communities Without Breaking The Bank.	**Joseph Azzam, Epic Games** Simple Guide to Optimizing your Art Inside of Unreal	Panel: **Women In Games - The Walls We Build Ourselves** With: **Liz Mercuri, Nicole Maas, Cristina Neamtu, Franziska Zeiner.** Moderated by: **Andreea Per**
14:30 - 15:00	**Cvetan Rusimov, Imperia Online** Hacking The Human Brain. Irrational Thinking Will Triple Your Revenue.	**Grzegorz Mazur, Vile Monarch:** Going Multiplatform With Unity: A Technical Postmortem for "Crush Your Enemies" and "Oh... Sir! The Insult Simulator"	
15:00 - 15:30	**Bartosz Lewandowski, Roboto** Ultimate Survival Guide to Outsourcing Your Work: All Good Practices and Deadly Traps Revealed	**Liz Mercuri, Unity** Enhancing Your Artist Workflow With Unity	Workshop: **Jon Kimmich, Software Illuminati** Pitching Your Game
15:30 - 16:00	**David Lalonde, Nutaku Publishing** The Rise of the Adult Gaming Market	**Fabian Schonholz, NBC Universal** Data In Live Ops	
16:00 - 16:30	Coffee Break		
16:30 - 17:00	**Roy Shtoyer, Tabtale** Why Go Hyper? The Business benefits of Focusing on Mobile Hyper Casual Games	**Franziska Zeiner, Freelance Designer** The Personal Is Political	DEV ▶ PLAY SPEED MATCHING
17:00 - 17:30	**Marius Ivanovas, Twitter** Running Global Mobile Games Acquisition on Twitter at Scale	**Elena Dragu, Cocone** Designing Content for Women: My Artistic Journey From Romania To Japan	
17:30 - 18:00	**Mihai Gheza, Machinations.io** Machinations: The New Way of Designing Game Economies		
21:00-...	Amber Party @ Dev.Play		

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- SPOTLIGHT SESSIONS
- BUSINESS
- GAME DEV DIARIES
- CREATIVE
- TECH
- WORKSHOPS & PANELS
- PITCHING & NETWORKING

CONFERENCE SCHEDULE

DEV ▶ PLAY 2018

DAY 2   OCTOBER 5, FRIDAY

	EPIKA HALL	HALL 10	WORKSHOP HALL
10:00 - 11:00	Welcome Coffee		
11:00 - 12:00	Keynote: **Chris Evans, Blizzard** *The Cinematic Process - The Challenge Of Cinematics Within Game Design*		
12:00 - 12:30	**Victor Dosev, Creative Assembly** *Design of Historical Games*	Panel: **Current Trends In Game Publishing & Financing** With: **Samir el Agili, Harri Manninen, Nick Berbece** Moderated by: **Vlad Micu**	*nordicgame DISCOVERY CONTEST*
12:30 - 13:00	**Fireside chat:** *Creativity & Art Expression Through Games vs Other Mediums* With: **Liviu Boar, Ashab Martin, Henry LaBounta**		
13:00 - 14:00	Lunch Break		
14:00 - 14:30	**Henry LaBounta, Ghost Games** *Learning To See*	**Liviu Boar, Stuck In Attick** *Choosing Your Genre: The Ups and Downs of Sticking to Your Dream*	Workshop: **Louis-Rene Auclair, Rocket Jump Games** *Negotiating & Structuring Deals with Publishers* **(developed by BRD)**
14:30 - 15:00	**Ashab Martin, Black Sail Games** *What Is The Future for Concept Design?*	**Nick Berbece, Those Awesome Guys** *Move, or Die...*	
15:00 - 15:30	**Adrian Cruceanu, Killhouse Games** *The Art of Pixels: A Modern Take on a Retro Limitation*	**Iulian Stefanescu, Gameloft & Martin Kadinov, ESL** *Modern Combat 5 & ESL – A Tale of Mobile Esports*	Workshop: **Teo Cazghir, Ubisoft** *Delivering High Quality Weapon Models for Tom Clancy's Ghost Recon Wildlands – Hard-Surface Tips and Tricks*
15:30 - 16:00	**Nicole Senger Maas, Electronic Arts** *Striking A Creative Balance: How Effective Workflows and Creative Process Can Maximize Your Art's Success*	**Radu Ziemba & Daniel Flamaropol, Deadlime** *How Hitting Golfers In The Head Solved Our Problems*	
16:00 - 16:30	**Alina Banuleasa, Electronic Arts** *The State of UX in Game Development: The Why and How Game Development Needs Human Centric Design Approach*	**Adrian Zaharia, Dream Primer** *Eternium: Growing a F2P Mobile Game to 15M+ Downloads as a Small Indie Team*	
16:30 - 17:00	Coffee Break		
17:00 - 18:00	**Dev.Play Awards Gala** *Presented by* **Catalin Butnariu, RGDA**		

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