



INDUSTRY CONFERENCE

SCOTTISH GAMES WEEK

INDUSTRY CONFERENCE

DAY 1 - 30.10.23 | DYNAMIC EARTH, EDINBURGH



TIME	ROOM	DESCRIPTION & SPEAKER/COMPARE
OPENING REMARKS		
09:30	BIOSPHERE FULL	INTRO RICHARD LOCHHEAD MSP, THE MINISTER FOR SMALL BUSINESS, INNOVATION, TRAVEL AND TOURISM
09:45	BIOSPHERE FULL	GAME CHANGERS: NAVIGATING THE FUTURE OF GAMES In a world where the gaming industry is evolving at an unprecedented pace, "Game Changers: Navigating the Future of Games" delves into the exciting and ever-changing landscape of video games. This insightful discussion explores where games are headed, the need to adapt to the lightning-fast pace of progress, the emergence of groundbreaking technologies, and strategies to educate the workforce and students for this dynamic industry. KEYNOTE ROB ELSWORTHY, GAME DIRECTOR, RESISTR INTERACTIVE INC
10:45	BIOSPHERE FULL	GAMING AND THE ONLINE SAFETY BILL A presentation on how the Online Safety Bill will affect the gaming industry. SESSION SIMON MONKMAN, POLICY ASSOCIATE, OFCOM
11:15	BIOSPHERE FULL	LEVERAGING LUCK: FROM GAME JAM TO 170 MILLION DOWNLOADS Discover the story behind Team Terrible's ups and downs in the creation of their breakout viral hit, 'The Baby in Yellow'. Starting as a shared passion project between two game jam aficionados, the venture evolved into a thriving indie studio, complete with a team of eight professionals and a video game with over 170 million downloads globally. SESSION GREG LEE, CO-FOUNDER & CEO, TEAM TERRIBLE
13:00	BIOSPHERE GREEN	BUILDING MORE INCLUSIVE WORLDS THROUGH GAME CULTURALIZATION Kate Edwards will provide an overview of culturalization and the complexities that come with striving to build inclusive worlds while maximizing the global reach of our creative visions. SESSION KATE EDWARDS, CEO, GEOGRIFY
14:00	BIOSPHERE GREEN	BEHIND THE SCENES OF A GAME TRAILER Join Revenant's Managing Director, Pam Nelson, as she takes you on a deep dive on the production of a AAA game trailer. From understanding specific cultural traditions presented in the trailer, to developing an animation style to best represent the game, to ensuring a seamless transition of that animation with game play - all the creative highlights and challenges will be covered on one of Revenant's linchpin projects. SESSION PAM NELSON, MANAGING DIRECTOR, REVENANT
14:30	BIOSPHERE GREEN	WE CAN'T JUST PLANT TREES AND HOPE EVERYTHING WILL BE COOL Max has over 15 years experience designing games and is the founder of GLITCHERS, a 'games for good' company in Edinburgh. By balancing entertainment with unconventional topics such as dementia research, behavioural change, and biodiversity, GLITCHERS challenges the typical game design process. This talk is intended to raise awareness about the massive impact of Games for Good projects and demonstrate the amazing possibilities available by breaking away from industry trends. SESSION MAXWELL SCOTT-SLADE, COMPANY DIRECTOR, GLITCHERS
15:00	BIOSPHERE GREEN	THE EPIC GAMES ECOSYSTEM IN 2023 Epic builds and publishes games, using a suite of proven tech and tools that you can use to do the same. Join this session to understand Epic's growing ecosystem, including Unreal Engine, UEFN, the Epic Games store and more. SESSION BEN BOARD, BUSINESS DEVELOPMENT DIRECTOR, EPIC

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15:30	BIOSPHERE GREEN	<p>GAME GOLD RUSH: NAVIGATING THE NEW FRONTIERS OF GAME MONETISATION FOR DEVELOPERS</p> <p>This session explores the latest trends and innovative monetisation strategies as well as dissects the delicate balance between profitability and player satisfaction. A panel of experts will delve into emerging models such as in-app purchases (IAP), alt-app stores, incentivised and in-game advertising and more, shedding light on their impact on game creators. Anticipating a broader monetization mix, the panel will unravel how technology trends, player behaviour, and market dynamics shape the value proposition for game developers, providing invaluable insights for navigating the complex nexus of creativity and commerce in the rapidly evolving gaming ecosystem.</p> <p>SESSION HOST - CHRIS JAMES, CEO, STEEL MEDIA KRISTAN RIVERS, CO-FOUNDER AND CEO, ADINMO LAINE BAKER, STUDIO LIVEOPS DIRECTOR, SUMO DIGITAL BEN COUSENS CSO, ZBD CEDRIC MAISONNIER, ENTERPRISE SALES DIRECTOR EUROPE & ASIA PACIFIC, DIGITAL RIVER DANNY PARKER EXECUTIVE VICE PRESIDENT, NINJAKIWI EUROPE</p>
16:00	BIOSPHERE GREEN	<p>APPLYING THE GAME THINKING APPROACH IN DESIGNING TECH FOR GOOD</p> <p>Eliza explores creating meaningful products using approaches from game thinking and gamification and its validity as a business model whilst reflecting on her own journey on aligning career with personal values.</p> <p>SESSION ELIZA RALPH, BACK-END ENGINEER, GLITCHERS</p>
13:00	BIOSPHERE BLUE	<p>STATE OF PLAY - BUILDING A BETTER GAMES SECTOR IN SCOTLAND</p> <p>How do we make the games sector in Scotland, more connected, collaborative, communicative and successful? Join this interactive, practical workshop to help identify (and solve) the key challenges facing the games sector in Scotland. Roll up your sleeves, grab some post-it notes and help us to plan solutions, map stakeholders, capture data and consider new ways of the industry and ecosystem working together. This is your chance to help plan a new future for games in Scotland (and Scottish Games Week!)</p> <p>PANEL LED & FACILITATED - JULIE DRYBROUGH, CEO, FUCHSIABLU LTD BRIAN BAGLOW, FOUNDER OF SCOTTISH GAMES WEEK & THE SCOTTISH GAMES NETWORK</p>
14:00	BIOSPHERE BLUE	<p>GAME REPUBLIC AT 20: LESSONS LEARNED, INSIGHTS AND THE FUTURE OF THE UK GAMES INDUSTRY</p> <p>Jamie Sefton, Head of Game Republic and former editor of PC Zone, chairs a panel of leading lights in the Yorkshire and UK games industry, to discuss lessons learned over the last two decades about the power of developer networks, advice for start-ups, funding and investment, key trends, future challenges and the opportunities for games companies.</p> <p>PANEL JAMIE SEFTON, MANAGING DIRECTOR, GAME REPUBLIC MICK MORRIS, VICE PRESIDENT OF GAMES, PSYOP FEE LAMING, EX DIRECTOR, GAMAYO, PROGRAMME DIRECTOR, SCOTTISH GAMES NETWORK BRIAN BAGLOW, DIRECTOR, SCOTTISH GAMES NETWORK</p>
14:45	BIOSPHERE BLUE	<p>POWERING UP SCOTLAND & UK'S GAME DEVELOPMENT ECOSYSTEM</p> <p>Explore the strategies, partnerships, and initiatives driving the growth and innovation of Scotland's game development industry. Join industry leaders as they discuss how Scotland is levelling up its game development scene, fostering talent, and building a thriving hub for gaming creativity and technology.</p> <p>PANEL HOST - DANIEL WOOD, CHIEF STRATEGY OFFICER & ACTING CO-CEO, UKIE JASON WAGNER, CEO, PING CREATES JORDAN HASTINGS, STUDIO DIRECTOR & CEO, ASTRODREAMER STUDIO BRIAN BAGLOW, DIRECTOR, SCOTTISH GAMES NETWORK</p>
15:45	BIOSPHERE BLUE	<p>UNVEILING SCOTLAND'S GAMING JOURNALISM LANDSCAPE</p> <p>Get an insider's look at the Scottish games press scene as prominent journalists and media professionals discuss their role in shaping the gaming narrative. Join this panel to explore the evolution of games journalism in Scotland, its influence on the industry, and the challenges and opportunities it faces in a rapidly changing media landscape.</p> <p>PANEL DUNCAN ROBERTSON, HARDWARE EDITOR, GAMESRADAR+ JOE DONNELLY, FEATURES EDITOR, GAMESRADAR+ JORDAN MIDDLEL, STAFF WRITER & PODCAST HOST, VGC HAMISH BLACK, EDITOR & PRESENTER, WRITING ON GAMES CHRIS SCULLION, FEATURES EDITOR, VGC</p>

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13:00	SALISBURY SUITE	<p>FOSTERING INCLUSIVE GAMING COMMUNITIES: A ROUNDTABLE ON ALLYSHIP AND INCLUSION – ROUND TABLE</p> <p>Engage in a meaningful dialogue with industry leaders and advocates as they examine the importance of allyship in promoting diversity and inclusion within the gaming world. This roundtable discussion will explore actionable strategies, share personal experiences, and shed light on the path forward for creating more inclusive spaces and opportunities for all in the gaming industry.</p> <p>ROUNDTABLE SARAH BREWSTER, MANAGING DIRECTOR, FRESH SEED MICK MORRIS, VICE PRESIDENT OF GAMES, PSYOP</p>
14:00	SALISBURY SUITE	<p>CRAFTING WINNING TEAMS: HR STRATEGIES AND TALENT ACQUISITION IN GAME DEVELOPMENT</p> <p>Join us for a panel discussion on the future of gaming, where we'll delve into the key pillars of ESG, including Diversity, Inclusion, Wellbeing, and Environmental Impact, along with Talent Development within game studios. Discover how the industry is fostering diversity and wellbeing, promoting eco-friendly practices, and creating clear career pathways, all while nurturing talent and driving innovation in this dynamic field. Don't miss this opportunity to gain insights into the responsible and inclusive future of gaming.</p> <p>ROUNDTABLE EMMA TURNER, HEAD OF HR, OUTPLAY ENTERTAINMENT LTD ALI NERETNIECE, PEOPLE BUSINESS PARTNER, TAG GAMES CAROL CLAR, COO, PRODUCTION & LEADERSHIP ADVISOR</p>
14:30	SALISBURY SUITE	<p>SAFEGUARDING CHILDREN IN GAMING: NSPCC, ETHOS, AND LEGAL PERSPECTIVES</p> <p>Join this crucial conversation that brings together experts from NSPCC, Ethos, and legal professionals to explore the vital intersection of child protection, ethical considerations, and legal frameworks within the gaming industry. This roundtable will provide insights into collaborative initiatives and the legal measures that are shaping the gaming world to ensure the safety and well-being of young players.</p> <p>ROUNDTABLE PATRICK WEAVER, HEAD OF COMMUNITY AND EVENTS FUNDRAISING, NSPCC SIMON MONKMAN, POLICY ASSOCIATE, OFCOM EUAN GRAHAM, LOCAL CAMPAIGNS OFFICER, NSPCC KIRK DAILLY, PARTNER & HEAD OF CORPORATE AND COMMERCIAL, BLACKADDERS LLP</p>
15:00	SALISBURY SUITE	<p>DESIGNING GAMES FOR EVERYONE: INCLUSION AT THE HEART OF GAME DEVELOPMENT</p> <p>Engage in a dynamic discussion led by industry visionaries as they explore the principles and practices of inclusive game design. This roundtable will delve into how game developers are prioritizing accessibility, diversity, and representation in their creations. Gain valuable insights into the journey toward making games that are welcoming and enjoyable for players of all backgrounds and abilities.</p> <p>ROUNDTABLE JESS HIDER, SENIOR TECHNICAL DESIGNER, RARE SEARRA LEISHMANN, UX/UI DESIGN MANAGER, HYPER LUMINAL GAMES</p>

INDUSTRY CONFERENCE

DAY 2 - 31.10.23 | DYNAMIC EARTH, EDINBURGH

TIME	ROOM	DESCRIPTION & SPEAKER/COMPARE
10:00	BIOSPHERE FULL	<p>EVOLVING THE GAME: LEADERSHIP, LEARNING, AND THE ART OF MOBILE SUCCESS</p> <p>Join Sabrina Carmona, Head of Farm Heroes Saga at King, as she delves into the key milestones that have shaped her career and management philosophy. She'll share personal reflections on her transformative years at King, exploring how the experience has continually reshaped her understanding of work-life "balance". From managing a dynamic team to overseeing one of the mobile gaming industry's most popular titles, Sabrina will unravel how a balanced approach to life and work contributes to personal growth, better games, and a more effective team. It's not just about the destination; it's about evolving and enjoying the journey.</p> <p>KEYNOTE SABRINA CARMONA, VP FARM HEROES SAGA, KING</p>

TIME	ROOM	DESCRIPTION & SPEAKER/COMPARE
11:00	BIOSPHERE FULL	<p>ID@XBOX IN 2023</p> <p>In his talk, Ben will give an overview of the Xbox ecosystem, ID@Xbox and the recently announced Developer Acceleration Program. He will also take a deep dive into the resources available to reach more gamers on the platform, including marketing opportunities and Game Pass. Ben will close out with some tips and best practices on how to pitch and work more closely with Xbox.</p> <p>SESSION BEN ROBINSON, ID@XBOX REGIONAL MANAGER, EMEA MICROSOFT</p>
13:00	BIOSPHERE GREEN	<p>YOUR GAME SHOULD BE WEIRDER</p> <p>There is lots of advice given out about how to scan the market, look for trends, and aim for specific player bases. What if there was another way you could go – doubling down on making things more personal, unique, and strange? It's time for more indie developers to stand out and get way weirder. Let's chat about how to push back against generic industry advice, celebrate creatives' individuality, and embrace everyone's oddities.</p> <p>SESSION TOM METHVEN, INDIE DEVELOPER, AMICABLE ANIMAL</p>
13:30	BIOSPHERE GREEN	<p>THE FUTURE OF GAME DEVELOPMENT: NO CODE, LOW CODE AND ARTIFICIAL INTELLIGENCE</p> <p>This forward-thinking presentation delves into the world of no-code and low-code platforms, illustrating how they are democratizing game development by enabling even non-programmers to bring their unique visions to life. Not only that, the seminar will explore the cutting-edge advancements in AI, examining how machine learning and neural networks are increasingly automating aspects of game design, from asset generation to balancing gameplay.</p> <p>SESSION DOMINIC NORTON, ONLINE COMMUNITY COORDINATOR, CODEBASE</p>
14:00	BIOSPHERE GREEN	<p>RED RAMPANT – HOW WOULD YOU WRITE SCOTLAND'S HISTORY?</p> <p>I'll speak about player authorship. The challenges and rewards in making your gameplay revolve around the idea of choice. Specifically, how to deliver true and meaningful choice to the player whilst retaining a narrative coherence and structure.</p> <p>SESSION JAKE MCCULLAGH, CO-FOUNDER & DIRECTOR, ECLECTIC SYNTHESIS CHRISTOPHER WALKER, CO-FOUNDER & DIRECTOR, ECLECTIC SYNTHESIS</p>
14:30	BIOSPHERE GREEN	<p>AXIS STUDIOS: FROM 4 TO 500</p> <p>Dana Dorian, one of AXIS STUDIO's four founders, talks through Axis' journey from a four-man team in Dunfermline to one of the largest independent animation companies with 500 artists worldwide. Dana will be covering everything from his entry into the industry to key projects with examples and anecdotes from his own work.</p> <p>SESSION DANA DORIAN, DIRECTOR & CO-FOUNDER, AXIS</p>
15:00	BIOSPHERE GREEN	<p>BUILDING ORIGINAL IP: PINE HEARTS</p> <p>The Creative Director at Hyper Luminal Games will present a demo of the studio's latest OIP game Pine Hearts. The demo will include some key insight and learnings around the development of the title, and give a sneak peek into the studio's exciting new indie publishing label!</p> <p>SESSION ROB MADDEN, CREATIVE DIRECTOR, HYPER LUMINAL GAMES</p>
15:30	BIOSPHERE GREEN	<p>VIDEO GAMES TAX RELIEF AND UK GLOBAL SCREEN FUND OPPORTUNITIES</p> <p>During this session we will discuss the Video Games Tax Relief (VGTR) process. Niall Davies from the British Film Institute will talk you through how to apply to have your game certified as British, which is one of the main gateway conditions for claiming the relief, before Andrew McMillan of Johnston Carmichael will discuss the mechanics of the tax relief, including the costs that can be claimed for and the rate of relief available. Andrew will also touch on the transition from VGTR to the Video Games Expenditure Credit, when this will be relevant to each claimant and the differences when compared with VGTR. Chris Filip from the British Film Institute will then provide further details into the £200,000 grant opportunities available via the UK Global Screen Fund's International Business Development strand, as well as present ScreenUK, a platform for promoting UK-made games, films and TV to audiences in the US, Australia, Canada, New Zealand and the Republic of Ireland.</p> <p>SESSION ANDREW MCMILLAN, TAX PARTNER, JOHNSTON CARMICHAEL CHRIS FILIP, FUND MANAGER - INTERNATIONAL BUSINESS DEVELOPMENT, UK GLOBAL SCREEN FUND, BFI NIALL DAVIES, VIDEO GAME ANALYST, BFI</p>
14:00	BIOSPHERE BLUE	<p>IMMERSIVE SOUNDSCAPES: THE ART AND SCIENCE OF GAME AUDIO</p> <p>Dive into the world of game audio design in this enlightening panel discussion. Join industry veterans as they share their insights into the creative and technical aspects of crafting sound for games and how to raise the bar of your game's audio experience. Learn how audio enhances immersion, storytelling, and player experiences, and explore the latest trends and innovations shaping the future of game audio.</p> <p>PANEL SAM HUGHES, AUDIO LEAD, METACORE ANDREW DODDS, TECHNICAL AUDIO DESIGNER, JAGEX SARAH MCRUVIE, AUDIO DESIGNER, FREELANCE WILL BEDFORD, COMPOSER, FREELANCE LUCI HOLLAND, COMPOSER, FREELANCE</p>

TIME	ROOM	DESCRIPTION & SPEAKER/COMPARE
15:00	BIOSPHERE BLUE	<p>GAME FUNDING UNVEILED: STRATEGIES, SOURCES, AND SUCCESS STORIES</p> <p>Get an insider's look at the world of game funding in this informative panel discussion. Join industry experts and successful game developers as they share their experiences and insights into securing funding for game projects. Discover the various funding sources, from publishers and investors to crowdfunding and grants, and gain valuable tips and strategies for navigating the complex landscape of game financing.</p> <p>PANEL COLIN MACDONALD, PORTFOLIO MANAGER, UK GAMES FUND ELENA HÖGE, CEO & FOUNDER, YALDI GAMES DOUG AGNEW, CORPORATE TAX PARTNER, RSM UK</p>
14:00	SALISBURY SUITE	<p>GAME MARKETING MASTERY: STRATEGIES, TRENDS, AND LESSONS LEARNED</p> <p>Join this engaging roundtable discussion where marketing professionals and game developers come together to explore the dynamic world of game marketing. Discover the latest marketing trends, strategies for successful game launches, and the secrets behind building a strong player community. Hear from industry insiders who have navigated the ever-evolving marketing landscape and learn valuable insights to help your game reach its full potential in today's competitive market.</p> <p>ROUNDTABLE MELISSA COCKER, SOCIAL MEDIA & COMMUNITY CO-ORDINATOR, HYPER LUMINAL GAMES NAZAN ÜNLÜTÜRK, MARKETING DIRECTOR, SCOTTISH GAMES WEEK</p>
14:30	SALISBURY SUITE	<p>MIND MATTERS: MENTAL HEALTH AND GAMES</p> <p>Engage in a thoughtful and empathetic conversation as experts from the gaming industry and mental health professionals come together to discuss the intersection of mental health and gaming. This roundtable will explore the impact of games on mental well-being, strategies for promoting positive mental health within the gaming community, and the role of games in destigmatizing mental health issues. Gain valuable insights into how the gaming industry can contribute to a healthier and more supportive environment for players and creators alike.</p> <p>ROUNDTABLE MELISSA COCKER, SOCIAL MEDIA & COMMUNITY COORDINATOR, HYPER LUMINAL GAMES KATE EDWARDS, CEO, GEOGRIFY SARAH BREWSTER, MANAGING DIRECTOR, FRESH SEED DOM SHAW, EDI COORDINATOR, UKIE</p>
15:00	SALISBURY SUITE	<p>THE CREATIVE LEADERS PODCAST</p> <p>Join us for a captivating one-off live episode of The Creative Leader Podcast as part of Scottish Games Week! Join host Stephen Scott and dive into the world of leadership in the Scottish games industry with four dynamic industry leaders: Philip Feenan, Donald Pirie, Pam Nelson, and Justin Alae-Carew. Discover their unique insights on collaboration, innovation, and nurturing creative teams on both the development and service side of the industry.</p> <p>LIVE BROADCAST STEPHEN SCOTT, CEO, BIGMOUTH AUDIO PHILIP FEENAN, HEAD OF STUDIO, BIGMOUTH AUDIO JUSTIN ALAE-CAREW, CO-HEAD OF GAMES, BLAZING GRIFFIN PAM NELSON, MANAGING DIRECTOR, REVENANT ANIMATION DONALD PIRIE, VOICE CASTING & VOICE DIRECTOR FOR GAMES, BIGMOUTH AUDIO</p>