



# Schedule GCO Business Talks

effective 06 July 2010

GAMES CONVENTION ONLINE  
8. - 10. Juli 2010

Thursday, 8th July 2010

**10:00 – 10:50**

**Saal/Hall 2**

## **GAMES CONVENTION ONLINE Media Summit**

*Moderator: Dieter Marchsreiter, CEO, Marchsreiter Communications GmbH, Germany*

*Speaker: Dr. Richard Bartle, Professor, University of Essex, United Kingdom*

*Patrick Streppel, CEO, gamigo AG, Germany*

*Thomas Lagemann, CEO, Two Pi Team, Germany*

*Marian Härtel, Director EMEA, CPMStar, Germany*

**11:00 – 13:00**

**Saal/Hall 2**

International Discussion Panel

## **"Still the same game!? Implications of social networks and games growing together"**

*Speaker: Thomas Jarzombek, Member of Parliament, CDU/CSU, Germany*

*Tony Pearce, CEO, TeePee Games, United Kingdom*

*Axel Toelke, Senior Product Manager, VZnet Netzwerke Ltd., Germany*

*Nils-Holger Henning, CCO, Bigpoint GmbH, Germany*

*Mickey Maher, Business Development Manager, Sometrics Inc., USA*

**14:00 – 14:30**

**Saal/Hall 4**

Business Talk: Marketing

## **"How to scale your gaming business"**

*Speaker: Patrick Warnking, Vertical Leader Public, Media & Entertainment, Google GmbH, Germany*

**14:00 – 15:00**

**Lecture Room 11**

Panel: Trends & Challenges

## **"The importance of music in Online Games"**

*Moderator: Philipp Issa, Gamesrocker, Germany*

*Speaker: Christian Mix-Linzer, CEO, Tracks & Fields GmbH, Germany*

*Michael Stöckemann, CEO, European Composers, Germany*

*Markus Schmidt, Composer, Markus Schmidt Sound Music, France*

*Axel Rohrbach, Lead Sound Designer, Dynamedion GbR, Germany*

**14:00 – 16:00**

**Saal/Hall 2**

Business Talk / Discussion

## **"Why social gaming is so much fun. Users, Motives and Motivations"**

Talk 1: "Gaming, communicating, sharing – Users and their experiences in social games"

*Speaker: Janne Paavilainen, Project Manager Game Research Lab, Department of Information Studies and Interactive Media, University of Tampere, Finland*

Talk 2: "Playful clusters – Motivations and resulting social structures in social gaming"

*Speaker: Ben Kirman, Lecturer, Lincoln Social Computing Research Centre, University of Lincoln, United Kingdom*

**14:30 – 15:00**

**Saal/Hall 4**

Business Talk: Marketing

## **"Online-Games and successful conversion – Incremental revenue and satisfied customers"**

*Speaker: Dr. Jarg Temme, CEO, deal united GmbH, Germany*



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**15:30 – 16:00**

**Lecture Room 11**

Business Talk: Financing Models

## "Micropayment solutions"

Speaker: *Boris Schmidt, Managing Director, Freiwillige Selbstkontrolle Telefonmehrwertdienste e.V., Germany*

**15:30 – 16:00**

**Saal/Hall 4**

Business Talk: Financing Models

## "Independent Browser Game Development and Publishing"

Speaker: *Alexander Piutti, CEO & Founder, GameGenetics GmbH, Germany*  
*Tim Werner, Senior Project Manager Licensing, InnoGames GmbH, Germany*

**16:00 – 16:30**

**Saal/Hall 4**

Business Talk: Technologies

## "Building a game engine for the web"

Speaker: *Paul Bakaus, CTO, Dextrose AG, Germany*

**16:00 – 16:30**

**Lecture Room 11**

Business Talk: Financing Models

## "Three directives for the profitable operation of FTP and social games"

Speaker: *Matthias Letzelter, Senior New Business Manager, mopay c/o Mindmatics AG, Germany*  
*Sören Stark, Senior New Business Manager, mopay c/o Mindmatics AG, Germany*

**16:30 – 17:00**

**Saal/Hall 2**

Business Talk: Social Games

## "Social Gaming - a trend and a gold mine"

Speaker: *Achim Himmelreich, Manager, Mücke, Sturm & Company GmbH, Germany*

**17:00 – 17:30**

**Saal/Hall 4**

Business Talk: Technologies

## "Multi-Platform Avatar Systems for iPhone, Android, and PC"

Speaker: *Mike Grundvig, CTO & Founder, Electrotank Inc., USA*  
*Jobe Makar, Founder & Chief Game and Virtual World Architect, Electrotank Inc., USA*

**17:00 – 18:00**

**Lecture Room 11**

Panel: Marketing

## "Advertising in the digital gaming environment. Which risks and chances does the national and international commercialization of advertising spaces hold for publishers?"

Moderator: *Tobias Berlin, CEO, Tobias Berlin Consulting, Germany*  
Speaker: *Daniel Siegmund, CEO & Managing Director, GAN Game Ad Net GmbH, Germany*  
*Martin Kreuzberg, Head of Marketing, Travian Games GmbH, Germany*  
*Sebastian Teuber, Director Marketing, upjers GmbH & Co. KG, Germany*  
*Nils-Holger Henning, CCO, Bigpoint GmbH, Germany*

**17:30 – 18:00**

**Saal/Hall 2**

Business Talk: Internationalization

## "Localization pitfalls - What publishers should consider when entering new markets"

Speaker: *Julian Migura, CEO, Jayanda, Germany*  
*Béatrice Compagnon, Consultant, Jayanda, Germany*



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**17:30 – 18:00**

**Saal/Hall 4**

Business Talk: Legal Issues in Online Games

**"Legal Issues for Social Games"**

Speaker: *Dr. Andreas Lober, Partner, SchulteRiesenkampff RechtsanwältsGes. mbH, Germany*

**19:00**

**Kanupark Markkleeberg**

**Exhibitors' Party**

Tickets can be picked up at the Business Reception Desk (Info counter level 0) on July 8 between 09.00 a.m. and 5.30 p.m. Bus shuttle available as from 6:00 pm



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## Friday, 9th July 2010

**10:00 – 10:15** **Lecture Room 10**  
**Community Manager Conference: Opening Speech**

**10:00 – 10:30** **Saal/Hall 2**

Business Talk: Social Games

**"Pivoting to Social Media"**

Speaker: *Lloyd Melnick, General Manager, European Operations, Playdom Inc., USA*

**10:00 – 10:30** **Lecture Room 11**

Business Talk: Marketing

**"Paradigm Shift: How Online and Print Press Is Changing in the (Online-)Gaming Industry"**

Speaker: *Peter Konhäusner, CEO, MediaXP Verlag, Austria*

**10:15 – 11:00** **Lecture Room 10**

**Community Manager Conference: Opening Panel**

Speaker: *Tom Putzki, Consultant, Tom Putzki Consulting, Germany*

*Prof. Dr. phil. Linda Breitlauch, Fachbereichsleitung Gamedesign, Mediadesign  
Hochschule für Design und Informatik, Germany*

**10:30 – 11:00** **Saal/Hall 4**

Business Talk: Trends & Challenges

**"Trends in a rapidly changing gaming world - how to successfully keep up with the speed"**

Speaker: *Nils-Holger Henning, CCO, Bigpoint GmbH, Germany*

**11:00 – 11:30** **Saal/Hall 4**

Business Talk: Trends & Challenges

**"Downloading is dead"**

Speaker: *Doki Tops, CEO, Kalydo, Netherlands*

**11:00 – 13:00** **Saal/Hall 2**

Business Talk / Discussion

**"Persuading the user by design. Mechanisms, Tweaks and Social Principles to Get the Player Playing"**

Talk 1: "Principles and patterns of social games - Where's the difference compared to other games?"

Speaker: *Staffan Björk, Associate Professor & Senior Researcher, Chalmers University of Technology and University of Gothenburg, Sweden*

Talk 2: "Metrics, Aesthetics, Design – Game design and social network integration"

Speaker: *Aki Järvinen, Lead Social Designer, Digital Chocolate Ltd., Finland*



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**11:00 – 13:00**

**Lecture Room 11**

Panel sponsored by M-Days

**"Online und Mobile Casual Gamer: Wie unterscheiden sich die Gattungen und was kann Mobile von Online lernen" (Session only in German)**

Speaker: *Fritz Weinke, CTO, Greentube IES GmbH, Austria*  
*Jennifer Smith, Key Account & Product Manager, Greentube IES GmbH, Austria*  
*Malte Prien, Business Development, TIC-mobile GmbH, Germany*

**11:15 – 12:15**

**Lecture Room 10**

Community Manager Conference: Keynote

**"Empowering Your Community to Evangelize For You"**

Speaker: *Sean Kauppinen, CEO & Founder, International Digital Entertainment Agency, USA*

**12:00 – 12:30**

**Saal/Hall 4**

Business Talk: Internationalization

**"Launching an international MMORPG for an independent publisher located in Italy"**

Speaker: *Fabrizio Cali, CEO, Kalicanthus Entertainment, Italy*

**12:30 – 13:00**

**Saal/Hall 4**

Business Talk: Financing Models

**"Falling in love with numbers: Leveraging monetization and growth through efficient analytics"**

Speaker: *Tobias Berlin, CEO, Tobias Berlin Consulting, Germany*

**12:30 – 13:30**

**Lecture Room 10**

Community Manager Conference: Open Forum/ Panel Discussion

**"Grooming Your Community for Greatness"**

Speaker: *Donna Prior, Freelancer, USA*

**12:30 – 13:30**

**Lecture Room 9**

Community Manager Conference: Speech

**"Community Management and Credibility: How to make users not only hear, but believe what you say."**

Speaker: *Arvind Juneja, Community Manager, Poland*

**14:00 – 15:30**

**Saal/Hall 4**

Business Talk/Panel: Mobile Gaming

Moderator: *Peter Konhäusner, CEO, MediaXP Verlag, Austria*

**Talk 1: "The iPhone... what else?"**

Speaker: *Maarten Noyons, CEO & Founder, NCC, France*

**Talk 2: "Gaming with the World"**

Speaker: *Volker Hirsch, Chief Strategy Officer, Scoreloop AG, Germany*

**Talk 3: "The Developer Ecosystem – what is Nokia's role in the Game"**

Speaker: *Jens Dissmann, Head of Service Sales and Marketing, Nokia GmbH, Germany*



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**14:00 – 14:45**

**Lecture Room 9**

Community Manager Conference: Guild Panel

## "Guilds as the Bearing Part of the Community"

*Moderator: Jörg Koonen, Community Manager, Two Pi Team, Germany*

*Speaker: Christian Thum, PR Mitarbeiter, Gilde: Thelyn Ennor, Germany  
Dipl. Kfm. Söhnke Grams, Guide Supervisor & PR-Mitarbeiter, Gilde: Thelyn Ennor, Germany  
Philipp Dietrich, PR Mitarbeiter, Social Networks, Gilde: Thelyn Ennor, Germany  
Robert Gnos, Newposter and Global Mod, Gilde: Gothic, Germany*

**14:00 – 15:00**

**Lecture Room 10**

Community Manager Conference: Speech

## "To Explore How Experience in Community Management Can Be Applied to Other Areas Within the Industry"

*Speaker: Iain Compton, Game Designer, Acony GmbH & Co. KG, Germany*

**14:00 – 15:30**

**Saal/Hall 2**

Panel: Trends & Challenges

## "Reinventing a broken wheel: Online properties that re-launch successfully"

*Moderator: Sean Kauppinen, CEO & Founder, International Digital Entertainment Agency, USA*

*Speaker: Dr. Pascal Zuta, CEO, Aeria Games Europe GmbH, Germany  
Doki Tops, CEO, Kalydo, Netherlands  
Nils-Holger Henning, CCO, Bigpoin GmbH, Germany*

**14:00 – 15:30**

**Lecture Room 11**

Panel presented by AIOMI:

## "The Italian Online Games Market"

*Speaker: Marco Accord Rickardsi, Founder & President, AIOMI, Italy  
Raoul Carbone, Founder & Vice-President, AIOMI, Italy  
Giovanni Caturano, CEO, SpinVector S.R.L., Italy  
Fabio Viola, Founder & Vice President, DigitalFun S.R.L., Italy  
Fabrizio Cali, CEO, Kalicanthus Entertainment, Italy*

**15:00 – 16:15**

**Lecture Room 9**

Community Manager Conference: Workshop

## "Legal Urban Legends - Working with the Community"

*Speaker: Kai Bodensiek, Rechtsanwalt, Brehm & v. Moers, Germany*

**15:15 – 16:15**

**Lecture Room 10**

Community Manager Conference: Open Forum/Panel Discussion

## "Media isn't Social - People are! How to Use Social Technologies to Build Stronger Relationships."

*Speaker: Martin Rabl, Media and Communications Manager, ICO Partners Ltd., United Kingdom  
Silke Schippmann, Head of Community Management, Qype GmbH, Germany  
Jan Hantke, Community Manager, Bigpoint GmbH, Germany*

**16:00 – 16:30**

**Saal/Hall 2**

Business Talk: Internationalization

## "World Domination or: how will my game conquer the world?"

*Speaker: Iris Ludolf, Int. Operations Director, Partnertrans GmbH, Germany*



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**16:00 – 16:30**

**Saal/Hall 4**

Business Talk: Mobile Gaming

**"SOFTGAMES innovative drive for virtual goods in mobile gaming"**

Speaker: *Alexander Krug, CEO, SOFTGAMES - Mobile Entertainment Services GmbH, Germany*

**16:00- 18:00**

**Lecture Room 11**

Special presented by Universität Leipzig / FSM

**"Wie klassifiziert man Online-Spiele und andere Internetinhalte selbst? - Ein System der FSM nach dem neuen JMStV" (Session only in German)**

Moderator: *Prof. Dr. Hartmut Warkus, Universität Leipzig, Germany*

Speaker: *Stephan Dreyer, Hans-Bredow-Institut, Germany*  
*Otto Vollmers, Freiwillige Selbstkontrolle Multimedia (FSM), Germany*  
*Sabine Frank, Freiwillige Selbstkontrolle Multimedia (FSM), Germany*

**16:30 – 17:00**

**Saal/Hall 2**

Business Talk: Internationalization

**"Overcoming the challenges of high quality end user global gameplay and game delivery"?**

Speaker: *Carsten M. Steffen, Director, Strategic Accounts EMEA, CDNetworks, Germany*

**16:30 – 17:15**

**Lecture Room 10**

Community Manager Conference: Speech

**"Community Management vs. Support: Fight!"**

Speaker: *Teut Weidemann, Consultant, Online Entertainment, Germany*

**16:30 – 17:15**

**Lecture Room 9**

Community Manager Conference: Speech

**"Filling the gap between customers' forums and ours"**

Speaker: *Fabien Alexandre, Gala Networks Europe Ltd., Ireland*

**17:00 – 18:00**

**Saal/Hall 4**

Business Talk presented by iPhone Developers Conference

**"Becoming rich and famous in the games industry"**

Speaker: *Hendrik Klindworth, Co Founder & CTO, InnoGames GmbH, Germany*  
*Florian Bender, Project Manager, Neue Mediengesellschaft Ulm mbH, Germany*

**17:30 – 18:00**

**Saal/Hall 2**

Business Talk: Social Games

**"AT.LANT.IS in a social network – a game development history"**

Speaker: *Jürgen Mayer, CEO, plazz entertainment AG, Germany*

**17:30 – 18:15**

**Lecture Room 10**

Community Manager Conference: Speech

**"Psychology in Community Management"**

Speaker: *Wilfried Henseler, Consultant, ICO Partners Ltd., Germany*



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**17:30 – 18:15**

**Lecture Room 9**

Community Manager Conference: Speech

**"Community Driven Development"**

*Speaker: Marcel Menge, Director of Community Management, Turtle Entertainment GmbH, Germany*

**16:00 – 19:00**

**CCL, Level 0**

Special:

**Networking Reception hosted by BusinessXP**



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## Saturday, 10th July 2010

**10:00 – 12:00**

**Lecture Room 11**

Business Talk:

### **"Casually Social? On the interdependency between Social and Casual Games"**

Talk 1: "Casual social games for serious social purposes"

Speaker: *Valentina Rao, PhD candidate, Center for Advanced Gaming and Simulation, Utrecht University, Netherlands*

Talk 2: "The Death of the Game Designer"

Speaker: *Dr. Julian Kücklich, Professor, Mediadesign Hochschule für Design und Informatik, Germany*

**10:30 – 11:15**

**Saal/Hall 4**

Business Talk: Trends & Challenges

### **"Building Browser-Based MMOGs: Challenges and Solutions"**

Speaker: *Mike Grundvig, CTO & Founder, Electrotank Inc., USA*  
*Jobe Makar, Founder, Chief Game and Virtual World Architect, Electrotank Inc., USA*

**11:30 – 12:00**

**Saal/Hall 4**

Business Talk: Legal Issues in Online Games

### **"International roll-out of browser games – How to avoid legal pitfalls"**

Speaker: *Dr. Tobias Schelinski, Partner, Taylor Wessing, Germany*

**13:00 – 18:00**

**BELANTIS Park Leipzig**

Special:

### **Possibility to visit the World Cyber Games / ACER Soccer Challenge**

Entrance ticket: € 19,90 (online-offer at [www.gamesconvention.com/esports](http://www.gamesconvention.com/esports))  
(shuttle bus from the CCL to BELANTIS is available, if requested)