GameIS — THE ISRAELI GAME INDUSTRY CONFERENCE – 2015

9:00 — Spawn Point: Registration & Refreshments

Opening Track – Zelda's Castle

10:00 (E) GameIS 2015 – Conference Overview // Nir Miretzky (Chairman Of The Board, GameIS)

10:30 Welcome Notes // Dr. Yossi Vardi

2015 In Global Gaming // Guy Ulmer

11:00 (E) Dawn of The Behavioral Engineer // Keith Boesky (Boesky & Co)

11:30 (E) Seaside Chat – Global Business Growth for Mobile Games Companies // Diana Moldavsky (ex-CRO, ZeptoLab)
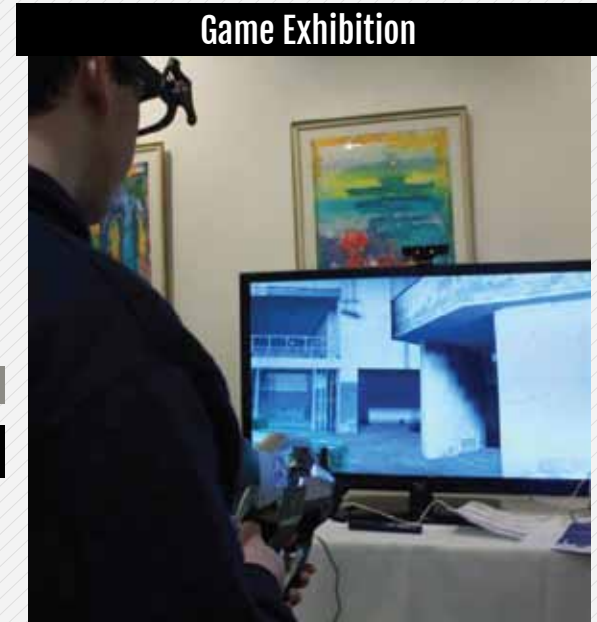
12:00 — Reinforcements have Arrived: Lunch Break

Game Exhibition

Zelda's Castle

Keynote Track

13:00 (E) A Poolside Chat with Stephane Kurgan – Is It a Numbers Game? // Stephan Kurgan (King)

Link's Armory

Game Design & Production Track

14:00 (E) Panel: Online Games vs Mobile Games – Execution Wise // Kai Bollik (GameDuel) & Craig Allen (Creative Alchemy)

14:30 (E) How to Make People Love Your Game (in 90 secs or less!) // Dori Adar (DoriAdar Consultancy)

15:00 (E) Extreme Engagement: Designing for More than 10 Gameplay Sessions a Day // Michael Rosen (Tacticsoft)

Indie Games Track

14:00 (H) Fort Triumph, Quality Indie Gaming in Israel – Yes We Can! // Amit Shvarchenberg & Adam Zeira (Fort Triumph)

14:30 (H) CivCraft – Crafting a Full Scale Indie Game // Arik Helman & Adrian Tache (Larkon Studios)

15:00 (E) Return of The Sole Game Developer // Yaron Laifenberg (Funtactix)

Art Exhibition // Gustavo Viselner
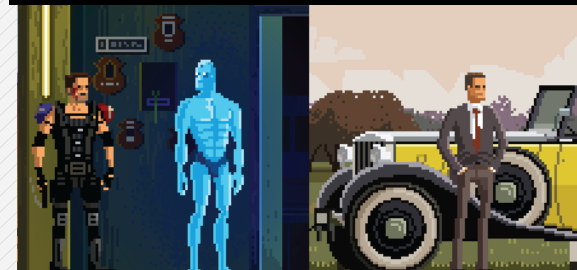
15:30 — Checkpoint Reached: Coffee Break

Gameplay & UI Track

16:00 (E) Neurogaming – The Future of Game Making // Noy Barak (Neurosteer)

16:30 (E) Asian vs Western Games – Gameplay and Game Design Elements that Make No Sense // Ohad Barzilay (SideKick)

Game Data Track

16:00 (E) Architecture, Scaling Up, and Fast Decisions! // Thomas Hartwig (King) (Masterclass)

16:30 (E) Launching F2P Games, Facts & Tips // Guy Zaidenband (Play.im)

17:00 (H) Challenges & Opportunities in the Mobile Kids Games Industry // Eyal Bechavod (Pazu Games)

(H) = In Hebrew
(E) = In English

19:00 — Game Over. Continue? 21:00

21:00 — PARTY

Part of DLD TEL AVIV INNOVATION FESTIVAL