

Game IS Conference Agenda

09:00-09:30	Film and TV Keynote 1 Peter Buckingham, Head of Distribution & Exhibition, UK Film Council, UK		
09:30-10:00	Film and TV Keynote 2 Roek Lips, Channel Manager, Nederland 3, Netherlands		
10:00-10:20	Film and TV	Evolution of a Game Genre, from "Angry Birds" to "Save Toshi" Noam Abta - Nitako CEO	From Pizza Morgana to Star Shipping - Recent Adventures in Independent Game Development Oded Sharon - Corbomite Games CEO
10:20-10:40		How to Play with Sharks Goldy & Danigman - PlayfulShark Founders	Playing with YouTube Yoram Avidin - Jam RT CEO
10:40-11:00		Working with Professional Artists with No Game Development Experience Ofir Katz - Imba Games CCO	IncrediLand: Breed with Your Friends! Yuval Amir- IncrediLand CEO
11:00-11:30	Coffee Break		
11:30 - 12:00	Film and TV	Panel: Virtual Worlds for Kids – Asset or Necessity Host: Uri Dishon - Walla Guy Spira – Virtual Tweens (Ecoloko) CEO Eyal Shami - Mogobe CEO Ido Mazursky - Shidonni CEO Shay Bloch – Tweegee Founder & CEO	Business Oriented Game Design Doron Nir - Oberon Media Creative Director, Social Games
12:00 - 12:30			Free-2-Play Games: A new Era in Business Models Erez Yerushalmi - Smite Entertainment CEO
12:30 - 12:55		Panel: Games and the State of Israel Host: Ziv Kitaro, Calcalist Elliott Adams - Digital Media Industry Director at Louisiana Economic Development Efrat Fenigson - Israel Export & International Cooperation Institute Elad Caplan - Nana10/Gamer Shmulik Bachinsky - Imba Games CEO	The Physical Side of the Gaming Industry Lior Akavia - Playfect CEO
12:55 - 13:20			Prime Action – The Official Introductory Game Pack for 3D Motion-control Interfaces Guy Bendov - Sidekick CEO
13:20-14:20	Lunch Break		

14:20-15:40	<p>Body Motion Controls Host: Illi Edry - Digital Media expert Guy Bendov - Sidekick CEO Eli Elhadad - Omek interactive VP Game Development Yaron Tanne - Cam-Trax CEO & Founder Dor Givon - CEO XTR Tamir Berliner - Prime Sense</p>	<p>Games and Platforms (Distribution) - TV, Consoles, Mobile & PC Host: Yoav Tzruya - JVP Zvi Levgoren - Exent CEO Hillel Rom - Double Fusion CTO Terry Gerstner - Mominis VP of Business Development Guy de Beer – Playcast CEO Yaron Leifenberg - Funtactix Laurant Weill - Visiware</p>	<p>Social Games Host: Guy Grimland – <i>TheMarker</i> Hi-Tech Reporter Doron Nir - Oberon Media Creative Director - Social Games Avi Shalel - Nuviens Arik Czerniak - Supersonic Ads CEO Ohad Barzilay - Mytopia COO</p>
15:40-16:00	Coffee Break		
16:00-16:30	Gaming Keynote 1- Juergen Goeldner - CO-COO Square Enix, Germany		
16:30-17:00	Gaming Keynote 2 - Jesse Sutton - CEO Majesco Entertainment, USA		
17:00-18:00	<p>The Rules of the Game are Changing: Main Trends in the Gaming Space Host: Uri Adoni – JVP Juergen Goeldner - CO-COO Square Enix Jesse Sutton - Majesco Entertainment CEO Tom Putzki - Tom Putzki Consulting Ari Last - Oberon VP of Business Development Gigi Levy - CEO 888 Holdings</p>		
18:00-18:30	<p>GamelS Awards 2010 The annual “GamelS Awards” are Israel’s Academy Awards of gaming. Once a year GamelS recognizes the most outstanding games developed in Israeli. The event is open to the public. www.gameisawards.com</p>		
18:30-19:00	Pizza Break (Outside the Hotel) - Sponsored by Mytopia		
19:00-24:00	<p>GamelS Mighty Night Event The night event will be a more casual event open to the public. In it we will have unorthodox activities and technical lectures about game development. Among the unorthodox activities we will have 3 tracks: Creative Track: Lectures and interactive sessions regarding various creative subjects Technical Track: Frontal lectures on various technical subjects Media Track: Postmortems and Interviews with industry leaders, Filmed for a documentary In addition we will have Workshops: Professionals passing group activities in a designated close area. Limited seats</p>		