

	Day 1—July 21, 2009	Day 2—July 22, 2009	Day 3—July 23, 2009
9:00 am	Taper Auditorium ■ Welcome to Casual Connect Ken Myer, WTIA ■ A Leader's Perspective on Building Value Jeremy Lewis, <i>Big Fish Games</i>		■ Business Model Diversification Mike Peronto In the Recital Hall
10:00 am	Recital Hall ■ Taper Auditorium: Profiled Speaker Tom Prata, <i>Nintendo of America</i>	■ Gamers are Casual Too Dave Roberts	■ Changing The Game Jesse Redniss, Steven Amato, Peter Levin
	Founders Room	■ Mobile Action Group Meeting	■ Casual 2.0: Emerging Trends In Casual Gaming Tim Chang
	Triple Door		■ Casual With An Edge—Competition And Cartoon Combat Appeals To The Core Steven DeBenedictis, Brad Bao
11:00 am	Recital Hall ■ Big Brands Go Casual in a Big Way Kris Soumas, Adam Zeller, Chris Mate, Lloyd Melnick	■ Risky Business Kenny Shea Dinkin	■ Come On Down! Competition In Casual Games Cooper Moo
	Founders Room ■ Working in Audio for the Games Industry James Ackley, Jesse Holt, Barry Dowsett, discussion led by Greg Rahn	■ iPhone Crashes The Party Bart Decrem, Gui Karyo, Dean Takahashi, Shervin Pishevar, discussion led by Sharon Wienbar	■ Wellness Gaming Kunal Sarkar, Ted Spooner, Michael Cole, Amy Jo Kim, Colin Garvey, discussion led by Alvaro Fernandez
	Triple Door ■ Finding Success on Facebook Gareth Davis	■ Getting Games on Xbox LIVE Scott Austin	■ Borrowing From Hardcore Tim Conkling Postmortem of the <i>Fable® II</i> Pub Games Jason York, Rick Martinez
noon	Founders Room ■ Audio Q&A Panel Greg Rahn, Barry Dowsett, Kane Minkus, Lunch is served Matthew Johnston, Pete Ellison, Jesse Holt, discussion led by Aaron Walz	■ Lunchtime Q & A With Greg Ballard	■ Enterprise Gaming George Dolbier, Jeffrey Pope
	Triple Door Lunch is served ■ The Year In Social Games: 2008–2009 Steve Meretzky, David Rohrl, N'Gai Croal	■ Nightmare Or Nirvana? Martyn Brown Postmortem Of <i>CarneyVale: Showtime</i> Bruce Chia	■ Taking <i>Poker Superstars</i> Casual Dave Walls Indie Gold Tom Buscaglia
1:00 pm	Recital Hall ■ Make Money Off Your Games Josh Larson, Mike Vann, Michael Shehan, Chris Houtzer, discussion led by Dave Madden	■ How To Make 20x ROI With Casual Games George Donovan	■ International Marketing Luis Ongil, Boris Wasmuth
	Founders Room ■ Integrating Live Instruments, Singers & Voice Actors Aaron Walz	■ The Money In Free Games Keith Katz, Michael Chang, Mike Vann, discussion led by Mark Donovan	■ Starting a Company, Fundraising Strategies Tim Chang, David Wallerstein, Andrew Cleland, Jeff Clavier, discussion led by Mark Stevens
	Triple Door ■ Negotiating the Chasm Between Casual & Social Games Garrett Link, Derrick Morton, Jon David, discussion led by David Nixon	■ Finding Fatal Flaws Jim Greer, Greg McClanahan	■ BIT.TRIP BEATdown Alex Neuse ■ The New Money: Emerging Revenue Channels for Online Games Ada Chen
2:00 pm	Recital Hall ■ What Women Really Want—Part 2 Kathy Johnson	■ Publisher Showdown Tony Leamer, Dan Prigg, Craig Bocks, CJ Wolf, Lloyd Melnick, discussion led by Jeremy Snook	■ Marketing Through Community Eric Doyle
	Founders Room ■ Communicating How Others are Wired to Listen Kane Minkus	■ Bringing Your Brands To Mobile Mike Breslin, Matt Liszt, Daniel Bernstein	■ Emerging Business Models & New Ways To Monetize Geoff Cook, Adam Caplan, Ron Hirson, Jason Oberfest, Robert Goldberg, Discussion led by Mark Friedler
	Triple Door ■ Designing, Balancing, and Managing Virtual Economies Craig Sherman, Andrew Sheppard, Lisa Rutherford, Daniel James, Min Kim, Discussion led by Chris Early	■ Trends In Core Casual Online Distribution Damon Marshall, Rick Marazzani, discussion led by Juan Gril	■ Exclusivity In Casual Games Terri Hardie, George Donovan, John Dobrowolski, David Worle, CJ Wolf, Charles Harper, discussion led by Michael Wyman
3:00 pm	Recital Hall ■ The Recession Gamers Michael Rosenberg	■ The Name Of The Game! Sean Elliot, Steve Shatford, Arthur Humphrey, Nick Fortugno, discussion led by Terri Hardie	■ The Changing Games Landscape Anita Frazier
	Founders Room ■ The Birth and Life of a Sound Effect Barry Dowsett	■ Smartphone Showdown Patrick Stanton, Steve Hegenderfer, Nicholas Reichenbach, discussion led by Chris James	■ Casual Virtual Worlds & MMO David Helgason, Raph Koster, Sibley Verbeck, Robin Chan, discussion led by Mark Friedler
	Triple Door ■ The Social Game Revenue Machines Roy Sehgal, Dan Yue, Sebastien de Halleux, discussion led by Eric Goldberg	■ Beyond Apocalypse Miles Tilmann, Rich Grillotti	■ Overview Of Tools & Engines David Fox
4:00 pm	Recital Hall ■ Get Your Flash Games Onto 1,000 Websites Alex Norstrom	■ Building Brands In A Storm of Competition Arthur Humphrey	■ Making Games Approachable And Fun Through User-testing, Part 1 Matt Leacock, Aaron Norstad, Ira Fay, discussion led by Jason Schklar
	Founders Room ■ Overall Musical Theme Integration Into A Game Jesse Holt	■ iSee The Future and It's iPhone Brian Robbins, Kyu Lee, Tom Hubina, John Grotland, discussion led by Leonard Quam	■ Casual Hollywood Andreea Enache-Thune, discussion led by Mark Stevens
	Triple Door ■ Community & Social Mingle in the Triple Door Lounge!		
5:00 pm	■ Rules of Engagement Dr. J. Alison Bryant	■ Founders Room: Mobile Mingle!	■ Recital Hall: Making Games Approachable And Fun Through User-testing, Part 2 Jason Schklar