



Conference Program

July 18th - 19th, 2011

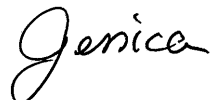
Fairmont Olympic Hotel

 **IGDA SUMMIT 2011**

Welcome

The IGDA Summit is about Developers helping Developers. It is a home for our development community that provides valuable professional development, actionable insight and candid discussion to elevate our craft. For this inaugural IGDA Summit, industry leaders from many disciplines have come together to produce a program with content to serve line developers, entrepreneurial developers, qa developers, freelancers, team leaders, project managers, business development executives, investors, studio directors, and all others seeking to learn from and share techniques for creating successful careers, games and businesses.

We hope you find the IGDA Summit productive and look forward to seeing you next year!



Jessica Tams
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Gordon Bellamy
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Summit Sponsors



GameSalad®

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Our mission is to make game creation and distribution fun and accessible to everyone. GameSalad's flagship product, GameSalad Creator, enables the 99% of people who don't like to code to visually make and publish sophisticated games for the Web, iPhone, iPad and Mac.



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Tap Me! connects games to brands and brands to gamers with the next generation of in-game advertising that is easy, scalable and effective.



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Hansoft was founded on the idea that a truly intuitive and communicative project management and collaboration tool will increase project quality and efficiency to an extent never seen before.

OpenFeint FREE TO PLAY NIGHT

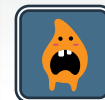
Free is the word of the night! Join OpenFeint and fellow Casual Connect attendees for free food, drinks, and games. Take your pick of free bowling, pool, shuffleboard, or old school arcade games.

WHEN

Tuesday, July 19th
8:00 PM - Midnight

WHERE

Garage
1130 Broadway Ave



You just got invited to the OpenFeint Free to Play Night!

[Check it Out! >](#)



DinoMunster got invited to Casual Connect

Monday July 18th 2011

Council Room

Game Development Community

<p>9:00 - 10:00</p> <p>Fish Out of Water: Navigating The Cultural Tides of Game Development</p>	<p>The videogame industry has grown and changed in the last five years, both becoming more diverse, and requiring more specialization. It can be a daunting challenge navigating the new cultural climates, whether you're moving from handhelds to AAA titles, from AAA titles to social games, from an American studio to an overseas studio, or even joining a studio that as someone from an underrepresented cultural group. The discussion will cover survival tips and strategies for surviving and thriving in work environments where you're not part of the dominant culture.</p>	<p>Courtney Stanton, <i>Subatomic Studios</i></p> <p>Nissa Ludwig</p> <p>Jon Grande</p> <p>moderator: Corvus Elrod, <i>Zakelro</i></p>
<p>10:20 - 11:20</p> <p>Life As A Freelancer</p>	<p>How do you balance the "free" in freelance? Freedom versus people thinking your time is free. Freelancers balance the benefits of choice and flexibility with the reality of being their own small business. Our esteemed panel will explore the high points of how to pick the "right" projects, how to staff a team of freelancers, the joys of flexibility and enjoying their success with the realities of sometimes feeling like "having" to pick a project and managing their own small business, from invoicing to HR to IT.</p>	<p>Noah Falstein, <i>The Inspiracy</i></p> <p>Colin Rowsell</p> <p>Mike Sellers, <i>Kabam</i></p> <p>moderator: Munir Haddad, <i>Goodified</i></p>
<p>11:40 - 12:40</p> <p>How Not To Get Screwed in Your Next Employment Negotiation</p>	<p>Throughout the job search process there are many decisions that you will face. Decision-making doesn't stop when you receive an offer. No matter how long you've been searching for new employment, it's unwise to take an offer without considering a number of questions. It's important to prioritize what is most important to you and evaluate the extent to which the offer aligns with your priorities.</p>	<p>Ondraus Jenkins, <i>Bungie</i></p> <p>Jim Charne</p> <p>Marc Mencher, <i>GameRecruiter</i></p> <p>moderator: Tom Buscaglia, <i>The Game Attorney</i></p>

Lunch

Where: The Triple Door, 216 Union Street
 What: Seven Flavor Beef and Chicken Satay
 When: 12:40 - 1:45
 Directions: 1 block West then 1 block North.



1:45 - 2:45

Best Foot Forward: Your Guide to Constructive Self Promotion

Are you prepared to land your next job? In today's highly competitive job market, it's not enough to have an impeccable track record, exceptional skills and an up-to-date resume, you also need to be able to present yourself well--not only to prospective employers, but to the industry at large. Our panelists will discuss viable methods of self promotion, from creating quality resumes and portfolios, to discussing your craft, to leveraging social networks. Even if you're not expecting to change jobs anytime soon, you're sure to learn something that will help you get that next promotion.

Pete Parsons, *Bungie*
Ryan Arndt, *IGDA*
Duane Jeffers
Kate Edwards

moderator: **Corvus Elrod**, *Zakelro*

3:10 - 4:10

Practical Personal Finance

A few tools and practices can improve our financial lives. And when our financial lives go to hell, redemption is possible. In contrast to the "eat your broccoli!" school of financial-management advice, this panel includes game developers who offer themselves as case studies, and financial-management professionals who offer techniques and practices that actually can fit into the busy, distracted lives of developers. Specific tools and resources will be provided.

Courtney Stanton,
Subatomic Studios

Mike Sellers, *Kabam*

J.D. Roth,
Get Rich Slowly

moderator: **Dan Scherlis**

4:30 - 5:30

Creative Collaboration: How successful teams work across disciplines

The video game industry cannot exist without incredible creativity. However, the days of the lone programmer working on a single project are long gone. Creative teams are the key to successful projects. The talented people who make up these teams are individuals with widely disparate backgrounds, skills, and communications styles. What are some practical steps that can be implemented by leaders of these groups to facilitate true collaboration towards a unified and shared vision? What should an individual creative person expect when understanding the needs or desires of someone that has a completely different set of skills? What are some common mistakes made when different creative people come together in the same room?

Marty O'Donnell,
Bungie

Networking Mingle

Where: Fairmont Hotel Ballroom
 When: 6 pm - 10 pm
 What: drinks & light snacks

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Monday July 18th 2011

Congress Room

Entrepreneurship

9:00 - 10:00	Entrepreneurship Track Keynote	Jordan Weisman , <i>Go Kiddo</i>
10:20 - 11:20	Raising money for a studio can be a great way to provide initial security and resources while working on your first games, or a way to provide capital for growth to the next level in your studios life. In this panel learn from developers that have successfully raised money about how they did this, what lessons you can learn from their experience, and about how they structured their deals. Learn about what types of deals are available and what type of money studios should look for at each point in their life.	Tony Garcia , <i>Unity</i> Brayden Olson , <i>Novel Interactive</i> Margaret Wallace , <i>Playmatics</i> Joshua Hernandez , <i>Tap.me</i> moderator: Jay Moore
11:40 - 12:40	They say the only thing worse than having no money is having lots of money. With the emerging platforms came a lot of wealth and with that brings a lot of problems in terms of how developers deal with their new found success. During this panel we will discuss what the dangers are in terms of having too much cash to drive into your title. How to avoid complacency and how to use that money to build upon your success.	Dan Offner , <i>Loeb & Loeb</i> Levi Buchanan , <i>Chillingo</i> Dave Higley , <i>Bondlane Partners</i> moderator: Feergus Urquhart , <i>Obsidian Entertainment</i>

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1:45 - 2:45	No matter what types of games or projects a studio works in it is a certainty that at some point contracts will need to be negotiated and signed. This session will dive into the types of contract negotiations studios will need to do, and provide insight into the process. It will look at the types of things every developer should ask for in a contract, those that developers can ask for but will rarely be able to negotiate, and those that are standards which are typically not negotiable at all. The overall goal is to give studios a better starting point when going into any contract negotiation.	Michael Wilford , <i>Twisted Pixel Games</i> Joe Tringali , <i>5th Cell</i> David Edery , <i>Fuzbi</i> Patrick Sweeney , <i>Reed Smith</i> moderator: Kevin Dent , <i>Tiswaz</i>
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3:10 - 4:10	We all know stories of studios that met with success but were unable to use that success to continue growing their studio or establish a baseline for continued hits. This panel will look at ways studios can manage their success and use it to become an even stronger developer. It will look at strategies for when to grow and when not to grow, maintaining company culture through growth, and planning ahead for future projects. Attendees should leave this talk with better insight into what should change, and what should remain the same when they have a hit game.	Jeremiah Slaczka , <i>5th Cell</i> Michael Pachter , <i>Wedbush Securities</i> Kevin Dent , <i>Tiswaz</i> moderator: Ed Fries , <i>FigurePrints</i>
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4:30 - 5:30	Even today's most well-established developers are having to facing stark reality: It's a tough market out there. Even as social, mobile, online, digital and free-to-play games continue to boom, bringing game makers new audiences and opportunities, constantly shifting play habits and market dynamics combine to make this one of the most turbulent transitions the industry has ever faced. Having seen firsthand and survived the tremors caused by these seismic cultural shifts, we've rounded up several of the industry's most storied developers to share their war stories straight from the frontlines.	Greg Costikyan Ariella Lehrer , <i>Legacy Interactive</i> Brenda Bailey , <i>Silicon Sisters</i> Chris Taylor , <i>Gas Powered Games</i> Scott Brown , <i>END Games</i> moderator: Scott Steinberg , <i>Tech Savvy Global</i>
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Networking Mingle
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What: drinks & light snacks

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Monday July 18th 2011


Parliament Room

Monetization

<p>9:00 - 10:00</p> <p>Understanding Platforms</p>	<p>What are the best ways to engage platforms in general and maximize your chances of success on them? Why do platforms live and die? What can we, as developers, learn from the failure of platforms like the N-gage? What differentiates the developers who succeed on new platforms (i.e. Twisted Pixel, Behemoth, etc) from the developers who fail? What are the most exciting ways, looking out over the next 18 months, for developers to take advantage of digital platforms? Answers to these questions and more here.</p>	<p>Jack Buser, PlayStation Home Chris Donahue, OnLive Bob Meese, Google</p> <p>moderator: David Edery, Fuzbi</p>
<p>10:20 - 11:20</p> <p>Managing Fraud: Design, Process and Common Sense</p>	<p>Fraud is an unfortunate element of online gaming. This panel session will highlight the different sources of fraud and will discuss how developers and publishers can mitigate their effects, including designing the appropriate mechanics, understanding the underlying payment processes, and managing player expectations.</p>	<p>Robin Walker, Valve Michael Liberty, PayPal</p> <p>moderator: Sanjay Sarathy, Vindicia</p>
<p>11:40 - 12:40</p> <p>Digital Goods: The Future of the Industry?</p>	<p>Downloadable Content and Digital Goods is becoming nearly ubiquitous across the industry. Most large traditional console and retail games include some sort of DLC, while some of the most successful mobile games are exclusively monetized through Digital Goods. This panel will look at all aspects of the trend and cover how developers can successfully take advantage of this trend. It will address strategies for success, pitfalls to avoid, and ways the digital goods landscape is evolving over time. Attendees should leave this session with a much better understanding of how and why they should consider DLC or digital goods for their next title.</p>	<p>Christopher Erb, EA Sports Omar Siddiqi, Playdom Jennifer Lu, TinyCo Chris Rigopulos, Harmonix Jon David, PopCap</p> <p>moderator: Brian Robbins, Riptide Games</p>

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1:45 - 2:45

Monetization Case Studies

These case studies will provide a deeper dive into how studios are monetizing their titles.

3:10 - 4:10

Creative Funding / Kickstarter

Whether you're a seasoned game designer or just starting out in the field, independently producing and publishing a game can be a huge financial undertaking. More and more, game developers are turning to Kickstarter.com as a place to not only raise funding for their projects, but as a unique way to build fan support and reach out to new communities. Founded in 2009, Kickstarter has grown into the largest funding platform for creative projects in the world. Since 2009, individuals have pledged over \$60 million to projects on Kickstarter, and over \$1 million to game projects alone. Learn how to use Kickstarter for your next project from four successful game creators.

Max Temkin, Humans v Zombies
Alex Nichiporchik, tinyBuild Games
Wiley Wiggins, Karakasa Games
Colleen Macklin, Local No. 12

moderator: **Cindy Au**, Kickstarter

4:30 - 5:30

Reaching the users: Distribution with the new channels.

Getting games into the hands of the users has always been a challenge for game makers and publishers. However, the new platforms have shifted the challenge of getting on a shelf in a brick-and-mortar shop to get the users to find the games on the new digital space. The panel will cover those new challenges that you need to face to get your games in the hands of players, and what happens after that.

Jussi Laakkonen, Applifier
Chris Donahue, OnLive
Dave Perry, Gaikai
Emily Greer, Kongregate

moderator: **Thomas Bidaux**, ICO Partners

Networking Mingle

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 What: drinks & light snacks

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Monday July 18th 2011

Senate Room

Quality Assurance



<p>9:00 - 10:00</p> <p>How to improve the probability of a first pass certification</p>	<p>QA Managers consistently improve processes, train testing resources and focus on reducing the cost per bug, all to get games to the market as quickly and economically as possible. But there is really only one metric that senior management remembers. "Was my title a first time pass?"</p> <p>Certification testing is a science and an art form. Usually considered at the end of the QA lifecycle for a game, compliance success or failure really starts at the Game Design phase. Digital Distribution has sprouted a new generation of small developers, who may be self-publishing, and going through the certification jungle for the first time. How can you improve the probability of a first pass certification?</p>	<p>Peter Cardwell, Xbox</p> <p>Kevin Chelius, VMC Game Labs</p>
<p>10:20 - 11:20</p> <p>Integrating QA Into The Development Process</p>	<p>QA is often considered an 'outsider' to the development process whose value may be unrecognized. How do we counter this and fulfill the need for QA to become an integral part of game development from the outset of a project?</p>	<p>Bill McGehee, Hansoft</p>
<p>11:40 - 12:40</p> <p>A Developers Journey in QA</p>	<p>Many independent developers have little or no idea about how implement effective QA strategies. This talk follows one developer's journey from work for hire studio, looking at how they dealt with the challenges of QA for traditional console titles, then the transition through to digital distribution and creating the relevant QA infrastructure to handle self-published products.</p>	<p>Mario Wynands, PikPok</p>

Lunch

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<p>1:45 - 2:45</p> <p>Designing and Building a Compliant Game</p>	<p>The video games and interactive entertainment industry is on the verge of a deep-seated transformation and the established models of development, publishing and distribution are being challenged. This is being accelerated by the effect of growing broadband penetration or connectivity in all devices, which is driving online worlds, online multiplayer, DLC and social media, which in turn are blurring the lines of distinction between the traditional roles of developer and publisher. What are the new rules for testing social media, mobile and connected games?</p>	<p>Jason Gandevia, Electronic Arts</p>
<p>3:10 - 4:10</p> <p>Effective Strategies for Embedding and Outsourcing QA</p>	<p>In two parts this talk will show firstly how to construct an embedded QA group following through numerous disciplines. The second part will focus on fast and hard lessons for setting up your outsourcing strategy correctly to ensure the correct balance between internal and external resources.</p>	<p>Devin Seto, LucasArts Ben Wibberley, DDM</p>
<p>4:30 - 5:30</p> <p>Us and Them</p>	<p>QA is the most under-represented of all the game development disciplines. It is crucial for QA to show that they are in alignment with the direction being taken by the game development in general. This talk will draw on deep experience to show how we bridge the divide to build a complete *us*.</p>	<p>Graeme Jennings, 343 Industries</p>

Networking Mingle

Where: Fairmont Hotel Ballroom
 When: 6 pm - 10 pm
 What: drinks & light snacks

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Tuesday July 19th 2011

Parliament Room

Game User Research

<p>9:00 - 9:50</p> <p>Games User Research: Tips and Techniques for projects of all sizes</p>	<p>In this talk, I'll discuss Games User Research in its current and various forms. I'll briefly discuss the types of research being done so developers can better understand what types of research will best meet their needs. Along with specific examples, I'll also provide tips to those developers looking to conduct user research internally, as well as those looking to hire games user researchers or build programs of their own.</p>	<p>Keith Steury, <i>Microsoft Game Studios</i></p>
<p>10:10 - 11:00</p> <p>Advancing Game User Research Through R&D: Benefits, Risks and Lessons Learned</p>	<p>Many studios may find themselves already doing usability and playtesting activities, but the Game User Research endeavor doesn't end there. Newer techniques become available, developer teams need different feedback, but it's commonly heard that there is no time or resources to make them possible. In this presentation, we'll discuss on the role and needs of Game User Research and Development groups embedded into a game company. We'll focus on practical aspects of organizing GUR and R&D activities and how such set up could be effective, along with assessing if companies should be investing in this area, and how to make a case to stakeholders. We'll exemplify how this has been done at EA Sports. This talk will be relevant to those looking to see how they can grow their usability efforts or even start a usability team if they do not currently have one.</p>	<p>Paul Newton, <i>EA Sports</i> Veronica Zammitto, <i>EA Sports</i></p>
<p>11:20 - 12:10</p> <p>Beyond Thunderdome: Debating the effectiveness of different user-research techniques</p>	<p>The goal of this session is to clarify which user-research methods are most effective. While many advocate a particular method no one approach or method is effective—or even appropriate—at answering the wide variety of questions that arise during game development. Human experience has 3 main components (Behavior, Cognition and Emotion), and no technique is good at measuring all 3. This presentation explores research effectiveness in a friendly 'debate,' featuring two prominent user-researchers who use very different methods in their user-research.</p>	<p>Mike Ambinder, <i>Valve</i> John Hopson, <i>Bungie</i> moderator: Bill Fulton, <i>Ronin User Experience</i></p>

Lunch **Where: The Triple Door, 216 Union Street**
What: Angkor Wat Chicken with Triple Door Noodles
When: 12:10 - 1:15
Directions: 1 block West then 1 block North.



Tuesday July 19th 2011

Parliament Room

Special Topics


<p>1:15 - 2:15</p> <p>Business and Legal from the Fringes</p>	<p>Seth Krauss works from his office high above the streets of Manhattan as the Executive Vice President and General Counsel for Take 2, one of the largest publicly traded game publishers in the world. Tom Buscaglia, The Game Attorney, works out of his home office on an island outside of Seattle counseling independent game studios from around the world, including representing them in their negotiations with publishers. These two top attorneys, each deeply embedded in our industry, view the industry from very difference perspectives. Seth and Tom will discuss, explore and debate recent developments in the legal and business landscape. Nothing is off limits. Topics touched on may include everything from the recent US Supreme Court case and its impact on the industry, the emergence as Social Media games, the death of brick and mortar retail, changing demographics, the potential impact of cloud processing and streaming gameplay to who gets the IP in game deals.</p>	<p>Seth Krauss, <i>Take 2 Interactive</i> Tom Buscaglia, <i>The Game Attorney</i></p>
<p>3:25 - 4:15</p> <p>Where Is The Industry Going?</p>	<p>There is little doubt that the game industry is in a state of significant change right now. This session pulls together several experts and asks them to look into their crystal ball at where they believe the industry is going in the coming years. Will consoles continue to dominate as they have for so long? Will we see a PC resurgence? Is mobile taking over the world? What role does social games play in all this? Look ahead and see the future, or at least what our experts believe it will be.</p>	<p>Torrie Dorrell, <i>T-Mobile</i> Chris Charla, <i>Microsoft Game Studio</i> Kevin Dent, <i>Tiswaz</i> Lee Jacobsen, <i>Atari</i> Jason Holtman, <i>Valve</i> moderator: N'Gai Croal, <i>Hit Detection</i></p>
<p>4:30</p> <p>The Future of Mass Market Entertainment</p>	<p>During the past 20 years, gaming has grown and evolved from a niche business to a monster media industry. Hundreds of millions of people of all ages now play games. It is truly a mainstream activity. Drawing on LeVar's broad experience in all sorts of media, we will explore the impact of games, how games have caused TV and film to evolve and change and how it has affected the audience and changed their expectations about entertainment.</p> <p><i>Taper Auditorium, Benaroya Hall</i></p>	<p>LeVar Burton interviewed by: Robert Tercek</p>

Tuesday July 19th 2011

Council Room

Writing For and About Games

<p>9:00 - 9:50</p> <p>The Gamer's Journey: A Re-Introduction</p>	<p>This workshop will use The Hero's Journey as a template as we examine making the gamer's experience in the world more immersive. What values are important to the day-to-day lives of the inhabitants in the world we create, and how does the Player-Character fit, or not fit in? How does the world influence the Player-Character and how does the Player-Character influence the world? Finally, we'll look at what's important to the Player-Character and important to the world to establish the call to adventure. While many games have the conflict established off-screen, the Player-Characters' decision to get involved--or finding themselves involved--can make gamers more emotionally invested. Participants will work on both worldbuilding and character creation exercises in groups.</p>	<p>Toiya Finley Carl Varnado</p>
<p>10:10 - 11:00</p> <p>Imagination and Game Design: A Philosophical Approach</p>	<p>Gamers often say "game play is everything", but have they underestimated the role of representation in the player's enjoyment of a game? Exploring the role of props in game design uncovers the surprising extent to which the fictional and aesthetic elements of a game can be just as important as the actual game play. Drawing from philosophy of art, particularly Professor Kendall Walton's make-believe theory of representation, as well as from the neurobiology of play, this session investigates the different ways that games stimulate players, and offer a more refined view of the intimate relationship between the functional elements of game design and the representational elements of a game - both of which are essential to the player's enjoyment. What is revealed is a different understanding of the connection between imagination and play - one with significant consequences for anyone developing digital games.</p>	<p>Chris Bateman</p>
<p>11:20 - 12:10</p> <p>Player Agency or Linear Narrative: A Dissenting Opinion</p>	<p>Player Agency, or giving the player a chance to create his own story, seems like the golden grail of games writing. Autonomy is a basic need for human happiness. However, looking at highly successful games, we find a rash of linear game design and writing. John Feil digs deep into this mystery and discusses why players may like a little railroading now and then.</p>	<p>John Feil</p>

<p>Lunch</p> <p>Where: The Triple Door, 216 Union Street What: Angkor Wat Chicken with Triple Door Noodles When: 12:10 - 1:15 <i>Directions: 1 block West then 1 block North.</i></p> 		
<p>1:15 - 2:15</p> <p>You're Doing It Wrong: Game Devs vs Game Journos</p>	<p>Developers address members of the press, facing their accusers, as it were, discussing such topics as: Why reviews are flawed. How news varnishes the truth about the industry. When journalism gets it right and how, when it's wrong, how it can be made right. The difference between developers & publishers. The care and feeding of PR. This panel will be group therapy for the wrongly-accused, endlessly gossiped about, unjustly-rewarded and just plain overlooked.</p>	<p>Russ Pitts James Portnow Wendy Despain</p>
<p>2:25 - 3:15</p> <p>In Search of Game Criticism</p>	<p>Game Criticism is a hot topic. Who is it for? What is it for? Who is really doing it? Some say we're doing fine. Others say we're not. We'll have two 15 minute presentations from either side of the current divide, followed by 20 minutes of discussing/rebutting, Followed by questions from the audience.</p>	<p>Daniel Cook, <i>SpryFox</i> Robert Chipman, <i>Escapist Magazine</i></p>
<p>3:25 - 4:15</p> <p>All-Star Write Club</p>	<p>Write Club is basically "Who's Line Is It Anyway" for game writers. There's a topic (like "write three kill-move lines for the Chef in Burgertime"), there's a time limit, and then there are dramatic readings by the contestants. The judges huddle, half the competitors are eliminated, and on to the next round it goes. Ultimately, only one writer is left standing. Who will win?</p>	<p>discussion led by: Richard Dansky</p>
<p>4:30</p> <p>The Future of Mass Market Entertainment</p>	<p>During the past 20 years, gaming has grown and evolved from a niche business to a monster media industry. Hundreds of millions of people of all ages now play games. It is truly a mainstream activity. Drawing on LeVar's broad experience in all sorts of media, we will explore the impact of games, how games have caused TV and film to evolve and change and how it has affected the audience and changed their expectations about entertainment.</p> <p><i>Taper Auditorium, Benaroya Hall</i></p>	<p>LeVar Burton Robert Tercek</p>



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