#NZGDC14 Schedule

Time	Speaker	Where	Topic
09:00	Registrations Open	Level 3 foyer	
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	Bart Klepka (Independent Sound Designer)	403	AAA Quality Audio on Mobile
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	Edwin McRae (Interactive Story Designer, The Fiction Engine)	126	Jigsaw Storytelling in Path of Exile
	Rebeccah Cox (Indie Dev at Bexcellent Games)	403	Juicy Game Design Elements To Promote Player Loyalty
12:00	The AdMob Lunch	WA level 1	
13:00	Chris Blackbourn (Modka Games)	404	Streaming in ScooterBoy
	Stanislav Poritskiy (Tech Artist at Gameloft)	126	Technical Artistry at Your Studio
	Fawzi Mesmar (Principal Game Designer at Gameloft)	403	Paywall : Adjusting Fundamental Flaws in F2P Monetization Design
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	Peter Freer (Art Director at Pik Pok)	126	The Art of Flick Kick Football Legends
	Tim Nixon (Director of Runaway)	403	Flutter's Free-to-play Economy
14:00	Greg Quinn (CEO of Meltdown Interactive Media)	404	Indie Project "Monster Truck Racing Arenas" Post Mortem
	Emma Johansson (Artist at Runaway)	126	The Art of Flutter
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	Panel: Stanislav Poritskiy, Peter Freer, Emma Johansson	126	Panel: Mobile Game Art
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15:00	The AdMob Afternoon Tea	WA level 1	
15:30	Guy Sherman (Rush Digital)	404	Apple's Metal: A true story of console graphics on mobile
	Chris Viggers (Product Manager at Pik Pok)	126	From Kick Off to when the Whistle Blows Flick Kick Football Legends Postmortem
	Edwin Lim (Hudson Gavin Martin)	403	Legal 101: What You Need To Know When Developing a Mobile Gaming App
16:00	Matthew Gatland (Independent)	404	JavaScript is Good Now
	Don Meadows (Game Designer at Gameloft)	126	Make the Box, Ship the Game
	Liam Esler (Beamdog)	403	Remote Control: Lessons in Leadership on Baldur's Gate II: Enhanced Edition
16:30	David Leaver (Ironshod)	404	Boids that Avoid
	Stephen Harris & Tosh Baird (Ninja Kiwi)	126	Tweaker - Using Analytics Data to Refine Game Design
	Shaveer Mirpuri (Outsmart Games)	403	How to succeed in Mobile.
17:00	Chris Wilson (Grinding Gear Games)	404	Game Security
	Panel: Chris Viggers, Don Meadows, Stephen Harris & Tosh Baird	126	Panel: Game Design
	Panel: Mario Wynands, Tim Nixon, Jeremy Taylor, Shaveer Mirpuri Jeremy Cadillac	403	Panel: Visibility and Marketing with Tips and Tricks From Some of NZ's Best
17:30	Wrap Up	403	Thanks yous, announcements, awards and after-party details.
18:30	The Microsoft NZGDC14 After Party - Bluestone Room		

Production & Business Stream

	Speaker & Title	Rm	Presenter Bio	Topic & Key Takeaways
11:00	Bart Klepka - AAA Quality Audio on Mobile	403	Bart Klepka, Gameloft, Sound Designer.	Mobile devices are more powerful than ever, development tools and engines are readily available to anyone interested, and there are audio professionals all over the world eager to work with you on your next project. So what does it take to get AAA quality audio into your game? - Realising what audio your project actually needs - Overcoming technical aspects of audio integration - Case study of audio in a new release AAA mobile game- Use gestures instead of buttons to immerse the player in the game world. - Give visual and aural feedback that feels tangible to make the player feel satisfied. - Give constant positive reinforcement and praise, even when it is not earned. - Make extra interactive elements to retain the player's interest and loyalty.
11:30	Rebeccah Cox - Juicy Game Design Elements To Promote Player Loyalty	403	Rebeccah Cox is an indie game developer running Bexcellent Games, and is a game programming graduate of Media Design School. Bexcellent Games produces casual iOS games, and is expanding to include other platforms with their upcoming titles.	The games market is being flooded with new titles more and more each day, which means new games need to stand out from the crowd if they want to get a slice of the action. With the rise of free-to-play, it is more important than ever to not just grab, but retain the hard-earned attention of those players. This talk covers one aspect of achieving this, which is to create tactile, interesting feedback to player actions, commonly known as 'juicy' game design.
12:00	The AdMob NZGDC14 Lunch			
13:00	Fawzi Mesmar - Paywall : Adjusting Fundamental Flaws in F2P Monetization Design	403	A passionate game designer with over 11 years of experience in the industry, He has worked on multiple platforms (PC, Xbox360, XBLA, GBA, Facebook, iOS and Android). During the course of his career Fawzi has shipped over 20 games, many of them went to become big successes worldwide in many game development companies such as Gameloft, Atlus and Aranim to name a few. Recent releases include: Ice Age Adventures, My little pony Friendship is magic, Littlest Petshop, Wonder Zoo and Persona 3 Social all multimillion player hits. Fawzi is also a competitive gamer, he was a WCG (world Cyber games) 3rd place national finalist in STARCRAFT 2010, AND 5th place national finalist in Super Street Fighter 4 Arcade Edition in 2012.	In this panel we'll discus the negative stigma that's associated with spending money in free to play games from a fundamental design stand point, how can this be altered and change those games so that they're an environment that users are more than happy to spend most of their time - and money - in. - Create an understanding on paying user behaviours - Identify issues with free to play monetization - Come up with solution to remedy those issues
13:30	Tim Nixon - Flutter's Free-to-play Economy	403	Tim Nixon, Director, Runaway As Director of Runaway, Tim oversees the creative and commercial execution of their portfolio of mobile games inspired by nature. For 10 years he has been a specialist in the creation of games with connections to the real world, covering subject matter as diverse as physics, sustainability, food safety and hairdressing, most recently working with global brands National Geographic, WWF, and DeNA	Since launching in February last year, butterfly nurturing game Flutter has gone on to be a highly profitable product for developer Runaway and their publisher DeNA. The title has improved it's financial performance month on month, as careful iterations and updates from the design team have worked to deepen players engagement, and provide more opportunities for dedicated fans to support the game through monetization. This talk covers the key learning's that the Runaway design team have absorbed over those iterations as they have integrated economy design into the fundamentals of their game design process. Attendees will hear about: - Scaling investment: Why everything in your game should be truly free - Event cadence: The tension and release of limited time collectables - Marathon not a sprint: Careful economy iteration for growing ARPDAU
14:00	Greg Quinn - Indie Project "Monster Truck Racing Arenas" Post Mortem	404	Greg is the CEO and lead developer of Meltdown Interactive, an indie game company. He is a long time software developer who moved over to the games industry 5 years ago, and now specialises in Unity3D and C#.	Listen to Greg discuss what he learnt as an indie developer over the course of 3 years working on and funding his own game project. He also provides some sound financial advice for aspiring indie developers so they don't make the same mistakes he did. - See what can go wrong over the course of a 3 year project - Learn how to deal with and get the most out of freelance contractors - Financial mistakes you shouldn't be making if you want to go indie - How to overcome some of the challenges you can face when building a racing game engine
14:30	Panel: Bob Wallace, David Rosenbaum, Moderated by Jeremy Cadillac - Panel: Start-Up Advice for Kiwi Developers	404	Bob Wallace is principal of Strategic Alternatives, a consulting enterprise providing service to the electronic games industry. His acquisition and IP divestiture activities include: Big Huge Games (sold to THQ in 2008), Bonfire Studios (sold to Zynga in 2010), Ensemble Studios (sold to Microsoft in 2001) and Newtoy (sold to Zynga in 2010). David Rosenbaum is a fequent speaker on legal and business issues in the video game industry and events sponsored by Loyola Law School, Southwestern Law School, Beverly Hills Bar Association, California Lawyers for the Arts and the Santa Monica Bar Association. Jeremy Cadillac is a founding excutive of CerebralFix and is chiefly responsible for opperations.	If you have a 1-3 person start up or you are thinking about getting one going then this panel is for you. With a focus on the avoiding costly mistakes, this very experienced panel will share the benefits of their wisdom. - Advice on how to structure your company - Advice on who to partner with - Recommendations on how to grow your business
15:00	The AdMob NZGDC14 Afternoon Tea			

Production & Business Stream

	Speaker & Title	Rm	Presenter Bio	Topic & Key Takeaways
15:30	Edwin Lim - Legal 101: What You Need To Know When Developing a Mobile Gaming App	403	Edwin is a partner at Hudson Gavin Martin, a boutique technology and intellectual property law firm. Edwin's main areas of practice are technology and IP development, licensing, commercialisation and protection. Edwin has worked with businesses in various industry sectors including the software, gaming, media and entertainment sectors. In addition to his law degree, he has a degree majoring in Information Systems, so understands the technical and legal issues involved in technology projects. Edwin is a committee member of the New Zealand Game Developers Association and the New Zealand Software Association.	So you've come up with a great idea for a gaming or other mobile app. You've sorted out the design and technical side of things but have you considered what you need to do to protect your most valuable asset in the app– the intellectual property? This session provides a brief overview of some of the legal issues you should consider when developing your app. - Find out how you can secure the ownership of the intellectual property in your app; - Understand what a trade mark is and why you might want to register a mark for your app; - Learn how to protect your app and to minimise your liability through the use of a licence agreement
16:00	Liam Esler - Remote Control: Lessons in Leadership on Baldur's Gate II: Enhanced Edition	403	Liam Esler is a writer, designer and content implementation specialist at Beamdog, developers of Baldur's Gate: Enhanced Edition and Baldur's Gate II: Enhanced Edition. He broke into the industry after years as a prolific modder and occasional indie developer, joining Beamdog remotely in early 2013, where he was a Scripting Team Lead and writer on BGII:EE. Liam was humbled to be selected for a fellowship at Obsidian Entertainment in California (courtesy of Film Victoria) working on the upcoming Kickstarted RPG Pillars of Eternity, and is now back at Beamdog working on several unannounced projects, in addition to working with the GDAA to help organise Game Connect Asia Pacific 2014. Liam lives in Melbourne with his partner and their two feline fur-children, Imoen and Sarevok.	Working remotely can be a difficult prospect for any developer. Between time zones and missed meetings, lost messages and miscommunication, there are many ways working with a remote team can go awry. Especially when you're in charge of a team across four time zones, you've got urgent deadlines hanging over your head, and that one particular team member consistently ignores direction (and you can't give them a talking-to in-person)! On Baldur's Gate II: Enhanced Edition, almost the entire content implementation team was remote. This was both a blessing ("it allowed us to hire experts") and a curse ("said experts were from all over the world"), and it resulted in a unique working environment, with both an internal and an external team developing the same product. In addition to an explanation of why Beamdog went with a remote team, this talk will illustrate some of the problems Liam and his team faced working on BGII:EE remotely, the solutions they came up, and ways they've improved development on current projects as well as a look at some of the tools and applications used to facilitate development. - The advantages and disadvantages of remote teams vs. geo-specific teams - A look at the issues encountered during the development of BGII:EE and their solutions - Recommendations for tools and applications to facilitate remote development
16:30	Shaveer Mirpuri - How to succeed in Mobile	403	Shaveer is Outsmart's new head of marketing and business development. Last at Wooga in Berlin, being of multi-facet importance from when it was a pre-funded start up, through to a prosperous 300 person company with worldwide chart topping hits in the casual, and mid-core spaces, for mobile and social platforms. He brings results in games through market strategy, product commercialization, and company development.	Commercial success with self publishing. Obtaining a strong deal with a key publisher. Tricky? Difficult? Non-sense! It's easy after you digest these best practices. - How to top App charts with profitable user acquisition. - Secret to getting and negotiating a major publisher. - Why game designing to your business plan is crucial.
17:00	Panel: Mario Wynands, Tim Nixon, Jeremy Taylor, Shaveer Mirpuri and moderated by Jeremy Cadillac - "How do I get ppl to my App?"	403	Mario Wynands, Managing Director of Pik Pok, Tim Nixon CEO Runaway, Jeremy Taylor Director of Marketing and Biz. Dev. Ginding Gears and Shaveer Mirpuri Head of Marketing and Biz. Dev Outsmart and Jeremy Cadillac C.O.O CerebralFix	Visibility and marketing with tips and tricks from some of NZ's best. Come share in the learning's from some of our most successful kiwi dev stories. This panel aims to share marketing tips and business advice from some of our most experienced industry leaders. From Wooga titles to Path of Exile, Flick Kick to Flutter if you are interested in marketing your game successful then this panel is for you. - Learn the strategies our leading studios deploy to market their products successful - Discover new ways to promote your games

Tech & Infrastructure Stream

	Speaker & Title	Rm	Presenter Bio	Topic & Key Takeaways
11:00	Alex St John - CUDA and Cloud Game Design	404	Alex St. John was Microsoft's first Game Technology Evangelist in the 1990's where he and a small group of friends launched a skunk-works technology project called DirectX that became the heart of all Windows media technology and ultimately the OS for the DirectXBox. St. John went on to found WildTangent Inc. which became the worlds largest online game publisher and is now the largest mobile game publisher in the US. With 23 patents to his name for pioneering technologies in streaming game delivery, compression, AI, virtual currencies and DRM, St. John has been on the bleeding edge of game technology innovation for most of his career.	Alex St. John, co-creator of Microsoft's Direct3D API will discuss how next generation cloud based game engines will be designed and the role GPGPU programming will play in creating massive scale virtual worlds including CUDA based game engine design, mixing CUDA with traditional graphic pipelines, migrating more code to the GPU and recent advances in GPU based shared memory architectures that enable creating hybrid CPU/GPU code bases. Although most of the discussion will be around CUDA, many of the capabilities discussed will also be exposed via next generation graphics API's and open standard based parallel API's like OpenCL and more recently AMP.
11:30	Jonathan Rogers - Faster and Smaller Assets	404	Jonathan Rogers is the Technical Director at Grinding Gear Games. He graduated from Auckland University with a Bachelor of Science in Computer Science and Mathematics. He is the Lead Programmer on Path of Exile for which he wrote the Renderer and Backend systems that have supported over 150,000 simultaneous users.	Any game can always benefit from faster load times. In this talk I will explain a few tricks that we learned creating Path of Exile. I'll talk about getting data sizes down, techniques you can use to optimise your formats before you ship your game, and the tools we use at Grinding Gear Games for allowing designers to create arbitrary data for our game that will still be stored in a format that is lightning-fast to load. - Smaller is faster - Optimise formats in your build process - Custom tools for automatic creation of fast data formats
12:00	The AdMob NZGDC14 Lunch			
13:00	Chris Blackbourn - Streaming in ScooterBoy	404	Chris has been making video games for over 20 years for the likes of Ubisoft Montreal, Lionhead Studios, BioWare, Microsoft and Electronic Arts. His published AAA games include Black and White 2, the Mass Effect trilogy, and Watch Dogs. His first hit was the multiplayer racing game, Skidmarks, available on the Amiga and Megadrive/Genesis, first released in 1993. Making a return to Indie game development, to smaller teams and shorter dev cycles, Chris Blackbourn (NZ, coder) and Christian Bravery (UK, artist) formed independent game development studio, Modka Games, in 2013.	Streaming (background loading of content) can be a useful addition to any game engine, either to maximise resource usage (i.e. higher quality content), or minimise the players time waiting in loading screens. Starting with a high level overview of streaming in AAA games on consoles, we quickly focus on the possibility of streaming on mobile devices, and then drill into more detail on the two different types of streaming implemented in Modka Games debut title, ScooterBoy. Along the way we'll touch on some of the trade-offs and complexity associated with streaming, as well as hints and tips for implementing and/or using streaming in your next title.
13:30	Tyrone McAuley - Cloud Services for Mobile Games : PikPokPlus Case Study	404	Tyrone McAuley is Co-Founder & Operations Director at PikPok. Tyrone's been involved in growing Sidhe and PikPok over a 17 year career including roles in Technology, Infrastructure, Analytics, Production and Design.	PikPokPlus is the realisation of our mission to create richer, deeper and more persistent games using online services. Now more than ever, developers have access to technology & distribution platforms that allow these services to be built cost effectively at scale with lower risk. - Learn about creating rich, engaging and persistent experiences using Amazon Web Services - Find out how to deal with the challenges of service scalability, reliability, availability and deployment
14:00	Panel: Dave Brevik, Alex St. John, Chris Blackbourne	403	Panel: Game Development Tech - Past, Present and Future	
14:30	Panel continued...	403	Panel continues...	
15:00	The AdMob NZGDC14 Afternoon Tea			
15:30	Guy Sherman - Apple's Metal: A true story of console graphics on mobile	404	Writing his first program in Atari Basic at age 7, Guy is a life-long programmer whose career has thrown him through everything from Enterprise ERP and Project Management systems, to military weapon simulators, and lately into the games and mobile industries as the CTO and Lead Engineer of Rush Digital. Guy's two engineering passions are the practice of software engineering, and computer graphics, and when he's not working he can often be found surviving a zombie apocalypse in a semi-fictious rendition of ex soviet-block country.	Come see the future of mobile computer graphics! Walk away understanding how Apple's Mantle API will affect how you use engines like Unity and Unreal to deliver cross-platform games. Mantle is the first 'low-level' graphics API to come from mobile device manufacturers, and it is the start of a shift in the world of computer graphics. The talk will start with the basics of Metal, compare it against OpenGL ES, and look at how modern engines such as Unreal have implemented their Metal renderer. From there we'll discuss what this means to you as a developer of mobile games, and how you should approach developing your games to harness this power on Apple devices, without ruining the experience on other platforms.
16:00	Matthew Gatland - JavaScript is Good Now	404	Matthew is a self-employed game developer. He also curates a travelling home-made games arcade. After a career working on large software projects, Matthew has seen the dark side of complex code and prefers to keep things simple.	Make a JavaScript game that runs on every major platform with no bullshit. We'll look at graphics, audio, touch, and multiplayer across Windows, Mac, iOS and Android. No tricky tools, no expensive licences and no waiting for approval. We'll also talk about what still sucks in JavaScript, and how to get your game in the app store.
16:30	David Leaver - Boids that Avoid	404	Dave is half-founder and coder for Ironshod, a part time indie company from Hamilton. In the day time he is System Architect for Smartrak where a lot of non-game development goes on. Ironshod have had moderate success with their previous titles Defence Station Touchable and Reverse Maze and are looking forward to finally releasing their latest title Simpulls.	Boids, also known as flocking or steering behaviours are a simple way to create movement behaviours for multiple entities or perform 2d navigation as used in the kickstarter success Planetary Annihilation. They can provide life like behaviour for flocks of birds, fish in a pond or crowd movement for groups of units. This talk will take you through an introduction to the basics of boids, simple avoidance behaviours and provide an introduction to Flow Fields, the high performance crowd pathfinding method used in some modern RTS games. - Boids / steering behaviour basics (Separation, Cohesion, Alignment) - How to do simple Collsion Avoidance - Uses and implementation details of Flow Fields pathfinding

Tech & Infrastructure Stream

	Speaker & Title	Rm	Presenter Bio	Topic & Key Takeaways
17:00	Chris Wilson - Game Security	404	Chris is the Managing Director of Grinding Gear Games, a 48-person studio in Titirangi, West Auckland. He graduated from the University of Auckland in 2004, gaining Bachelor of Science (Computer Science, with First Class Honours) and Bachelor of Commerce (Finance) degrees. Path of Exile has been played by over seven million players and was awarded PC Game of the Year by Gamespot in 2013.	Most modern games have an online component where players are either ranked or own some form of virtual wealth. Pollution of these rankings or manipulation of these items can dramatically affect the perception of the game. Senior programmers aren't the only ones who have to care about security - a lack of sanity checking by any programmer modifying a codebase can lead to potentially gamebreaking bugs. In this talk, Chris will discuss various security issues that can affect games and how to prevent them through careful planning and better practises. - Almost all game programmers need to consider security. - Lax security can hurt a game's image and replayability. - Various easy methods and practises can improve a game's security.

Creative Stream

	Speaker & Title	Rm	Presenter Bio	Topic & Key Takeaways
11:00	Carl de Visser - Challenge Design in Path of Exile	126	Carl de Visser is a Producer and Game Designer at Grinding Gear Games, working on Path of Exile. Carl's systems design and game balance work can be seen in several places in Path of Exile, including the skill tree and map system. Carl is also an award winning board game designer.	A post-mortem of the design of league challenges in Path of Exile. This covers the progression and achievement tracking separate to the core RPG elements, and the difficulty in rewarding players for what they want to do anyway. This talk will cover: - Why achievement and challenge systems work - Which challenges worked, and how the system evolved. - Motivation vs enjoyment.
11:30	Edwin McRae - Jigsaw Storytelling in Path of Exile	126	Edwin is a Narrative Designer for Video Games, developing the interactive stories and story assets for a variety of game development companies in New Zealand and overseas. He is currently Lead Narrative Designer at Grinding Gear Games which picked up 'Best PC Game of the Year 2013' awards from Gamespot and Powerplay PC. Edwin has a Masters in Creative Writing (Script) from the University of Victoria (Wellington) and a background in television writing, working as a storyliner, scriptwriter and copywriter for South Pacific Pictures' on the shows The Almighty Johnsons and Shortland Street. Prior to becoming a professional writer, Edwin worked in education, teaching Theatre, English and Media Studies at secondary and tertiary level. He is now focused on combining what he has learned from both the Entertainment and Education industries with a view to producing effective and engaging educational video games.	Games are the spiritual home of interactive, non-linear storytelling, a fact that we need to embrace when designing narratives for video games. Jigsaw storytelling is the piecing together of story elements within a video game thus enabling exploration, a narrative experience for the player as opposed to a 'story to follow'. - Explore the design of Narrative Synthesis in video by analysing Path of Exile as a case study. - Be exposed to the various Narrative Elements and Tools at our disposal as Narrative Designers. - Apply Jigsaw storytelling to your own video game narrative concepts
12:00	The AdMob NZGDC14 Lunch			
13:00	Stanislav Poritskiy - Technical Artistry at Your Studio	126	My name is Stas Poritskiy, I have over 10 years of professional 3D experience and am a Technical Artist at Gameloft in Auckland. Each project in the past has given me a good foundation and experience that I carry over to the next one and strive to achieve even better results. My main scope of work includes pipeline and assets troubleshooting and optimization, and tools development.	A talk targeting students and entry level professionals that are unsure about their role in production environment or want to find out more about combining art and technical skills. - What is Technical Art? - Programming and Art - In-House VS. Commercial
13:30	Peter Freer - The Art of Flick Kick Football Legends	126	Peter Freer – Art Director Peter is PikPok's Art Director. He has 8 years experience working in games with 20+ credited titles across 7 platforms. Before his career in games development Peter trained as an illustrator at the Wellington School of Design, and taught drawing and printmaking at Massey University School of Design. He has also worked as an advertising creative, a graphic designer and a chef. His love for games does not end in the digital sphere; for the last three years Peter has helped organise WellyCon - New Zealand's largest board-games convention. Stuart Middleton – Creative Director Stuart is one of the founders of PikPok and (other than a short stint working in the Australian industry) has spent the best part of 15 years at the studio, shipping more titles than he can remember. His current role centres around managing PikPok's 22-strong art team, operating as part of the senior management group and art directing of much of the marketing and promotional material that the studio produces.	In a number of ways Flick Kick Football Legends proved to be one of PikPok's most artistically ambitious and creatively challenging projects. In this talk we'll investigate how we approached the challenges inherent in establishing a compelling and original vision for the game. We'll demonstrate how we went about executing on that vision, and also look at how we utilised the resulting visual identity as a key feature in promoting the game to our customers and fanbase. - The value in investing in a unique and compelling identity - 'Art' trumping 'graphics' - Tips for best capitalising on what you've created
14:00	Emma Johansson - The Art of Flutter	126	Emma Johansson is a Swedish 2D game artist whose specialty and passion lies in drawing cute animals and colourful backgrounds. In 2009 Emma joined Runaway in New Zealand as an artist to work on their portfolio of games inspired by nature. Since then she has worked on 3 titles before taking on the role as Lead Artist for the mobile game 'Flutter: Butterfly Sanctuary'	An art Post Mortem of the mobile game 'Flutter: Butterfly Sanctuary', describing the process of taking the game from a concept stage through to finished product with very limited art resources. - Art should support the gameplay - Focus on emotions to create better art - Limitations can be a great source of inspiration
14:30	Panel: Stanislav Poritskiy, Peter Freer, Emma Johansson - "Mobile Game Art"	126	Panel of game artists from Pik Pok, Gameloft, and Runaway	Join our mobile game art speakers for an open discussion about their work. Play these artists' games and come with questions! This is your opportunity to get insight into the specifics of how local hits were created
15:00	The AdMob NZGDC14 Afternoon Tea			

Creative Stream

	Speaker & Title	Rm	Presenter Bio	Topic & Key Takeaways
15:30	Chris Viggers - From Kick Off to when the Whistle Blows Flick Kick Football Legends Postmortem	126	Chris Viggers has been on the front line of game development since 1998. Entering the industry as Producer at Interactive Entertainment Ltd and following that success, as an External Producer at Midas Interactive gave Chris a crucial grounding in developing games from both the developer and publisher perspectives. After joining Blitz Games Studios he successfully completed several large scale, high profile projects before being promoted to Studio Development Director where he was responsible for overall game development, ensuring that the studio as a whole is leading from the front in regards to production processes, management methodologies and development opportunities. Since moving to Wellington, New Zealand, Chris bought his experience of team management and industry experience to PikPok and is helping create free to play experiences across a range of platforms.	Launched in November 2013, 'Flick Kick Football Legends' is currently PikPok's best monetizing Free-to-Play game; but its development was a challenge from the outset. Building on our successful 'Flick Kick' franchise and a proven, compelling mechanic, the team were tasked with creating the feeling of a full 90 minute football match, including rivals, card management, leagues, footballer skills and backstory, all for the small screen for an audience of time starved mobile games players. This talk covers the key learning from this ongoing development and how we found ourselves pushing forward new studio technology and ideas for the benefit for the future of all of our games. - Building on the foundations of the franchise – build on what you know - Iterative development, feedback and monetization – improve with knowledge - Fixed deadlines and modular scope – how to manage this - Technical Challenges – there were some! - What we learned for next time – the future
16:00	Don Meadows - Make the Box, Ship the Game	126	Don Meadows works with Gameloft Auckland to develop project proposals and rapid prototypes. He has previously worked in production & design roles on projects published by Sierra, LucasArts & Microsoft - and lectured design at QANTM.	The Working Backwards approach applied to the MDA Design Framework. How making the box first strengthens consumer-focused game design. - Why packaging design is critical to a title's success, even with digital products - What consumer-insights & market testing can be done with an empty box - How to use the box to improve design direction and mitigate development risks
16:30	Stephen Harris & Tosh Baird - Tweaker - Using Analytics Data to Refine Game Design	126	Stephen is co-founder and CCO of Ninja Kiwi. Stephen's passion has always been to make great games and have fun doing it. Ninja Kiwi has a large portfolio of successful flash and mobile games. Tosh's many roles include database admin, programmer, producer, third party publisher relations, and game design. He currently leads game analytics for all Ninja Kiwi games.	Releasing a modern free to play game is the beginning of its life and a new phase of game design. Learn how Ninja Kiwi released SAS: Zombie Assault 4 as a free flash game and used player behavior and feedback to refine gameplay and build a better game in preparation for launch as a mobile title. From our perspective Analytics... - are a tool to aid in game design, not to drive it - help with questions we can't know the answer to - make the game more fun for more people, which will always result in better monetization
17:00	Panel: Chris Viggers, Don Meadows, Stephen Harris & Tosh Baird - "Game Design"	126	Panel of game designers from Pik Pok, Gameloft, and Ninja Kiwi	Join our game design speakers for an open discussion about their craft and the future of the medium. Play these designers' games and come with questions! This is your opportunity to get insight into the specifics of how local hits were created

	JOB	LEADER
	STREAM CURATORS	
	"Tech & Infrastructure"	Jonathan Rogers
	"Creative"	Tim Nixon
	"Production & Business"	Nadia Thorne