Tuesday 9 July

	Room 1	Room 2	Room 3	Room 4	Room 5
9:45-10:45	* The State of Games: Platforms, Funding and the Future — Kristian Segerstrale — Super Evil Megacorp — Host: Neil Long — mobilegamer.biz				
10:45-11:00	Coffee Break Sponsored by				Free Roundtable Sessions
11:00-11:45	Embracing Mental Health and Accessibility for Psychonauts 2 — James Spafford — Kevin Johnson — Double Fine Productions	**Mobile:Day** Cross Platform in Action - Taking a Game from Mobile to Console — Tom Westall — Super Evil Megacorp	You're Expensive for Just Dealing with Pronouns and Wokeness — Leon Hijazi-Killin — Sumo Group	Unreal Engine Development Update — Arjan Brussee — Epic Games	Develop: FTUE (First Time User Experience) — Host: Jazeena McCallum — Surgent Studios
11:45-12:00	Break				
12:00-12:45	The Games Industry 2024 Survival Guide — James Batchelor — GI.biz	Growing Your Game: Learnings from Experimentation — Tom Storr — The Experimentation Group	Testing Branching Narrative at Scale: Lessons from Mask of the Rose — Séamus Ó Buadhacháin — Failbetter Games	Playing With The House Of Mouse — Grant Allen — Dlala Studios	Surprises on my Journey from Hobbyist to Launching my First Indie Game — Host: Sam Scaife — Canteen
12:45-14:00	Lunch				
14:00-14:45	The Realities of Starting a Game Studio — Abubakar Salim & Dana Thompson — Surgent Studios	How to Get Banned from the App Stores: An Intersectional Approach to Mobile Development — Sophie Artemigi — Independent	Tips and Insights on Narrative Design from Leading Writers — Host: Dr. Jackie Mulligan — Game Republic	Own Your Niche: Find Your Fans with Audience Insight — Lou Jones — YRS TRULY	Community Crisis What's Your Issue? Community Manager Roundtable — Host: Alexandra Davis — Neonhive
14:45-15:00	Break				
15:00-15:45	The Longest Game – EVE Online's Blueprint for Resilient Communities & Enduring Games — Hilmar Veigar Pétursson — CCP Games	From "alt-ctrl" to Touch Screens: Designing for that Strange Lump in your Pocket — V Buckenham — Downpour	Anatomy of a Trailer: The Secrets to Successful Video Marketing — Frank Tamburin — ReadyAimFire	The Truth About The 4 Day Work Week — Joe Brammer — BULKHEAD	Putting Children First: Tackling Child Protection in Gaming — Host: Lewie Procter — NSPCC
15:45-16:00	Coffee Break Sponsored by				
16:00-16:45	Designing with Community Safety in Mind — Tami Bhaumik — Roblox	The Queen's Gambit: How we Developed Our First Mobile Game, for Netflix — Jamie Brayshaw — Ripstone Games	TikTok for Discoverability: Content Do's and Don'ts — Natasha Evette — Firefly Studios	Under Pressure: A Football Manager Narrative Design Journey — Philip Rolfe — Sports Interactive	How to Get More Girls: Gender and Gaming, Beyond the "Menemies" Mindset — Host: Lori Meakin — The Others & Me
16:45-17:00	Break				
17:00-17:45	Revolutionising Game Worlds: Development in Emergent AI — Dr. Vicky Bloom — Astrid Entertainment	Neopets at 25: Game IP Evolution and Building Multi-dimensional Experiences — Edric Tse — Neopets	Translating Between Business and Creativity as a Producer — John Lau — ustwo games	Beyond the Chatbot: Leveraging AI for More Captivating Experiences — Shahd Sherief — Saltwater Games	Men as Allies: Open Your Eyes & Become an Agent of Change — Host: Marie-Claire Isaaman — Women in Games
18:00	Icebreaker in the Metropole Bar				