

050216



**Knowledge. Emotion. Business.**

NG16: Content and schedule overview

# NG16: Foundations

## Knowledge

Keywords: High quality speakers, trends, inspiration, beginners meet experts

## Emotion

Keywords: Intimacy, socialising, fun

## Business

Keywords: Publishers - from niche to big name, investments, Pitch & Match, self-publishing



# NG16 Plans: Knowledge

3-day program with prominent speakers from the global industry on stage - for inspiration and/or competence building

Defined focus on diversity, in speakers and topics

Track definitions are replaced with context and subject tags on each session in the program, making it easier for each conference delegate to find that which is most relevant

New formats on stage, such as a roundtable debate à la “Nobel prize winners” but with leading tech wizards

Off-stage: New and free Basic Pitch & Match one-on-one business meeting package: Open for anyone willing to share knowledge



# NG15 Testimonials: Building knowledge

“Nordic Game is one of the few conferences that manages to pull in big names, but still keeps the environment familial and enthusiastic. In the 3 days I got to discuss everything from future strategy games, to gothic horror, and tablet puzzle games.”

- Daniel Kromand, Product Manager Mobile, GameDuell GmbH



“Out of all the games conferences I have attended this year, Nordic Game was by far the most gender diverse conference in terms of both speaker line-up and audience mix. It was also very interesting to see very diverse topics being discussed on panels and sessions.”

- Salone Sehgal, CEO & Director of Strategy, TrulySocial Limited

# NG16 Plans: Emotion

Focus on optimising the intimate setting of the Slagthuset venue

Keyword is "Inspiration"

Networking events for socialising; within the conference walls as well as "after work"

Expo floor; creating as widespread activity as possible, with high-flow and buzz areas touching all booths

Nordic Game Awards

Gala Dinner

Parties

# NG16 Emotion: Nordic Game Indie Day

The indie scene is one of the most important parts of the Nordic games industry. After six very successful editions of the Nordic Game Indie Night the time has come to integrate and expand.

Nordic Game Indie Day gives the last day of the main conference an indie focus. It is created by Nordic Game in partnership with Copenhagen Game Collective, Nordic Game Jam 2016, and selected sponsors and partners. The day ends with the Nordic Indie Showcase and the NG16 After Party.

The entire Nordic Game Indie Day event is open for all NG16 attendees with a full conference pass. A separate conference pass for this day only is 60 EUR, a very affordable (indie) price.

# NG16 Emotion: Nordic Game Indie Day

The NG16 program schedule will include a heavy focus on the indie scene.

New indie games showcased in conference Expo, including those nominated for the Indie Sensation Award. Visitors can vote for their favorites

Indie Games Discovery Sessions matchmakes indies and publishers

Competitions, happenings, workshops and more, created in cooperation with sponsors

# NG16 Emotion: Nordic Game Indie Showcase

On Friday 20 May, after the final keynote/wrap-up in the theatre (ending at 16:00), the Dining Hall opens for the Indie Showcase

Everyone can play and vote for the nominated indie games and test the winning games of Nordic Game Jam 2016

Meet and network with all the indie developers and their peers

There will be a limited amount of free snacks (hot dogs, etc.) and beer (sponsors willing) served before the After Party begins at 19:00 (7 pm)

Competitions, happenings and more will be created in cooperation with sponsors



# NG16 Emotion: Game After Party

From 19:00 and onwards on Friday the 20th is the NG16 After Party, including the Nordic Indie Award Show (details TBA), happenings, fun and loads of drinks

The after party is free for all to attend, but registration at the door is necessary for those without passes. The doors will close at 21:00 (9 pm), with no further admission, and the NG16 After Party ends at midnight.

Competitions, happenings etc., will be created in cooperation with sponsors

# NG15 Testimonials: Sharing emotion

"Nordic Game is a wonderful conference and is definitely one of my favorites. It's just the right size to be meaningful but not soulless. The energy and creativity at the conference is amazing. Hope to be part of Nordic Game in the future!"

- Shailesh Prabhu, Yellow Monkey Studios

"Nordic Game does a great job providing an arena for knowledge sharing and fun networking for all game developers in the important Nordic region."

- Christer Swahn, Studio Technical Producer, Avalanche Studios



# NG16 Plans: Business

Pitch & Match matchmaking service revitalised: Free for all at a basic level, and upgradable for the business-focused attendee

Investors-meet-developers matchmaking event

Indies-meet-publishers matchmaking event

Turning the six-year success of Indie Night into a full Indie Day

Exhibition Area

# NG16 Business: Pitch & Match

The Pitch & Match matchmaking service is three days of 30-minute meetings in a dedicated P&M area, only accessible for participants of Pitch & Match.

The area is an open space with meeting tables prepared for you to meet with potential business partners.

No later than two months before the event the online meeting manager is opened, with all the participants of Pitch & Match, including a profile indicating what each participant is looking for.

When your account is set, a personal matchmaker is assigned who puts time and effort into getting your meeting invitations accepted.

# NG16 Business: Pitch & Match

Three levels of participation:

P&M Basic Package (free): For knowledge sharing. You can accept meeting requests, but you can't invite

P&M Limited Package: Access to the P&M matchmaking service where you can arrange up to six meetings and have access to the dedicated P&M lounge

P&M Unlimited Package: Access to the P&M matchmaking service where you can arrange an unlimited amount of meetings and have access to the dedicated P&M lounge

# NG15 Testimonials: Evolving business

“There is no other place to find the best publishers, interested investors, and the most talented group of developers all in one spot. Nordic Game is a must attend conference for anyone working in the interactive entertainment industry.”

- Jesse Divnich, Vice President, Product Strategy & Insights, Tilting Point

“Nordic Game is simply one of the key global events on the industry calendar. An absolute must-attend.”

- Phil Elliott, Project Leader for Collective, Head of Community at Square Enix Europe



# NG16: Day by day

**Tuesday 17 May - Pre-conference day:**  
(As well as Norway's National Day.)

Arrival, registration

Game City Studio Tour - TBA

Pre-conference networking event(s):  
Hosted Evening Mixer

# NG16: Day by day

Wednesday 18 May - Conference Day 1:

Conference expo floor opens at 10:00, first keynote at 11:00, last session at 17:00 (5 pm).

Pitch & Match meeting area opens

Focused program content: Investment focused event/showcase/pitching, Diversity, VR, one sponsored workshop

Special events: Executive Summit, Speakers' Reception

Evening: Networking event by IGDA Finland

# NG16: Day by day

Thursday 19 May - Conference Day 2:

Conference opens at 10:00, last session at 17:00.

Focused program content: Mobile, Nordic Fast Track, one sponsored workshop

Evening: Nordic Game Awards, Gala Dinner, Nordic Party

# NG16: Day by day

Friday 20 May - Conference Day 3, "Nordic Game Indie Day":

Conference opens at 10:00, closes at 16:00 when Dining Hall becomes Indie Showcase Heaven, followed by NG16 After Party

Focused program content: Indie, Publisher/Developer relations, one sponsored workshop

Evening: Indie Showcase and NG16 After Party



# Welcome!

**nordicgame**  18-20  
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