Program Agenda

2nd November 2012

Time	Activity				
8.00 am to 9.00 am	**Registrations**				
9.00 am to 9.05 am	**Venue: Ball Room I,II, III** **Welcome Note** Rajesh Rao, Chair, NASSCOM Gaming Forum				
9.05 am to 10.05 am	**Inaugural Keynote Address** by Glen Schofield , Co-founder , Sledgehammer (an Activision studio)				
10.05 am to 11.00 am	**Indies Track** **Venue : Ball Room I** Session 1: Building a successful independent developer from the ground up by Morgan Jaffit, Director, Defiant Development **Session Brief:** Morgan Jaffit elaborates on Defiant Development's strategy of creating creative, high quality, mass appeal games like	**Venue: Ball Room II** **Panel Discussion - State of the Industry** • Vishal Gondal, MD, Disney UTV • Manvendra Shukul, CEO, Lakshya Digital • Atin Bose, Country Head, Sony • Manish Agarwal, CEO, Reliance • Rajat Ohja,	**Venue : Ball Room III** **Session 2: Measurement/Acquisiton/Monetization** by Aakrit Vaish, Director, Flurry India **Session Brief :** Monetization of games: - Freemium model - In depth look at in app advertising - Sponsorships and other innovative models	**Venue : Angire** **Workshop 1: Unity 4 by Ken Noland, Unity Field Engineer, Unity Technologies** **Session Brief:** This talk will focus on the key major features of Unity and the upcoming public release of Unity 4. It will start out with a brief introduction to the basic features of	**Venue : Mahogany** **Workshop 2 : Building mobile social games by Amar Arsikere and Karthik Viswanathan, Zynga** **Session Brief :** The purpose of this workshop is to explore the challenges of building mobile games with a particular focus on making them social. In this session we shall explore

	Ski Safari and Heroes Call. Bootstrapping from nothing – without external funding from the successes and challenges of the last. This talk will discuss how traditional industry veterans have built success in the mobile/social space by adapting quickly and releasing often along with lessons for studios of any size.	Founder, TAGS **Moderated** by Rajesh Rao, CEO, Dhruva Interactive	Unity, showcasing some good workflows and how to utilize some of the features, and then it will diverge into a showcase and technical discussion of all the new features coming in Unity 4. This talk will feature some low level technical discussions about what goes on "under the hood" of the Unity runtime and we will discuss things such as how to manage your garbage collection, best practices when it comes to managing art assets in memory, and how to profile your game using the tools built	building games for multiple platforms, designing for anonymous and social players (Facebook, Twitter), Social interactions that are unique to mobile users and synchronous play mechanic. During the session we shall take a single player example game and figure out what it takes to make it social.

				into Unity. **Key Takeaways:** The audience should walk away with the knowledge of what Unity is and how you can use it to make a game. **Who should attend?** Anyone interested in making video games.	
11.05 am to 11.15 am	**Tea/Coffee Break**			**Venue : Angire** **Workshop continues**	**Venue : Mahogany** **Workshop continues**
11.15 am to 12.15 pm	**Session 3: HUEBRIX Post Mortem by Shailesh Prabhu and Krishna Israney, Yellow Monkey Studios**	**Session4: Reading Games And Playing Books: Videogames as Narrative Media by Souvik Mukherjee, Independent Researcher**	**Session 5: How to Crack a Publishing Deal for your game by Rajat Ohja, Managing Director, TAGS** **Session Brief:** This session will focus on how to find a publisher, how to approach them, what should you be	**Workshop continues**	**Workshop continues**

	Session Brief: A detailed Blow by Blow of the Conceptualization, Design, Programming, Art, Marketing, PR and overall success of game HUEBRIX.	**Session Brief:** My session will be on the storytelling potential of videogames and the importance of stories to game design. Simultaneously, it will be making a case for why the Humanities and studies of media and culture should start taking games into the classrooms. This will be an interactive session with some gameplay and a slideshow.	prepared with, first impression is last impression, how to negotiate with them, what to look for in the agreements and deals, understanding terms to safeguard your interest, what to expect from a publisher, know that it's a both sided deal, closing the deal, how to maintain relationship, work together for the product launch forever after.		
12.15 pm to 1.15 pm	**Session 6 : Student Start-up by Arpita Kapoor & Mohit Rangaraju, MechMocha**	**Session 7: Character Development for Video Games by Kshiraj Telang , Art Lead, Lakshya Digital** **Session Brief:** This session discusses the approach for design and	**Session 8: Using Community Strategically in Social Gaming by Yezdezard Lashkari, Zynga**	**Workshop continues**	**Workshop continues**

		development of characters for video games. It would begin with the identification of important goals that lead to the creation of successful video game characters. It proceeds to establish and compare the Player-Avatar relationship by talking about the four major classifications of video game avatar types. The session also mentions a few art techniques, which can result in various character personality types (like cool, goofy, tough, cute, etc.). Further classification of character types would be discussed w.r.t. art			

		style, appearance, and their roles in the game. Majority of these categories will be discussed with the help of existing examples, and character design artworks created exclusively for this session.			
1.15 pm to 2.00 pm	**Lunch**				
2.00 pm to 3.00 pm	**Keynote Address 2 : What's Next with Games by Trip Hawkins**				
3.00 pm to 4.00 pm	**Session 9: Life as a Lowlife Indie by Arvind Raja Yadav, Programmer, Pyrodactyl** **Session Brief:** A recap of my journey of making games - A. Typical RPG, Will Fight for Food and the upcoming game	**Panel Discussion: Medianamma Panel**	**Session 10: Stage3D: Changing the Game by Hemanth Sharma, Gaming Evangelist, Adobe** **Session Brief :** Surely the biggest challenge for today's game developers is to have their games run on multiple platforms ranging from desktop-web to mobiles and tablets. Meet Stage3D! A fresh and exciting feature and set of APIs for Adobe Flash Player 11. Bringing	**Book Launch of Android and Augmented reality world by Raghav , Founder/CEO, Appaholics LLC**	**BYOG Jury Meeting with BYOG Participants**

	Unrest. Insight on programming, promotion, mistakes made, team & time management.		not only GPU powered 3D games into the web browser and devices, the supporting frameworks do a great job of allowing developers to easily build GPU powered 2D & 3D games or both combined, with ease of the extremely simple ActionScript 3.	
4.00 pm to 4.15 pm	**Tea/Coffee**			
4.15 pm to 5.15 pm	**Panel Discussion "Global Indie Freedom - Lessons from Indie Devs from around the World"** • Rich Vreeland • Mathew Hall • Morgan Jaffit • Stefano • Nicolò Moderated by Hrishi Oberoi, Director, Disney UTV	**Session 11: Strategies for driving downloads on AppStores by Dayanidhi M G, Managing Director – APAC, Digital Chocolate** **Session Brief :** As online application stores are becoming thick forests, games of even high quality need thrust to become visible to prospective users who would download the game. Seasoned	**Session 12 : Introduction to Ultrabook by Parag Paithankar , Software Business Manager – APAC, Intel Technologies** **Session Brief**: This session talks about Ultrabook, its features and opportunities for game developers targeting the new platform.	**IGDA Meet- UP**

		publishers across the globe use different strategies to drive their download rates and try to lift the title up in the chart and stay there for maximising monetisation. This session will focus on how to effectively use CRM and Cross Promotion tools with the catalog titles to save marketing budget otherwise earmarked to meet the significantly high user acquisition cost.		
5.15 pm to 6.15 pm	**BYOG Showcase**			
7.30 pm onwards	**Entertainment Evening: Live Rock Band performance followed by Beer and dinner.**			

3rd November 2012

Time	Activity				
9.00 am to 10.00 am	**Venue: Ball Room I,II, III** **Keynote Address on Music as Game Design in FEZ by Rich Vreeland**				
10.00 am to 11.00 am	**Indies Track** **Venue: Ball Room I** **Session 13: Gua-Le-Ni: a tale of paper beasts and lie-detectors by Stefano Gualeni , Game Designer / Professor of Game Design, Double Jungle / NHTV University of Breda (The Netherlands)** **Session Brief:** Gua-Le-Ni; or, The Horrendous Parade is an iPad-exclusive action puzzle video game developed by	**Venue: Ball Room II** **Session 14: Post Mortem of Flick Tennis by Anuj Tandon, Co-founder, Rolocule**	**Venue : Ball Room III** **Workshop 3: Build games for Windows 8 platform by Ujjwal Kumar , Technical Evangelist , Microsoft** **Session Brief :** Introduction and deep dive workshop for game development on Windows platforms – Windows 8 and Windows Phone using Microsoft design guidelines,	**Venue : Angire** **Workshop no 4 : Game Design through Creative Play & Brainstorming! By Thomas Roland Johnson, Senior Art Director, Dhruva Interactive** Even though we are in a creative industry... How many times a week do we really exercise our creativity? Now is your chance	**Venue : Mahogany** **Adobe Game Jam**

	Double Jungle. Besides for its quirky philosophy-inspired concept, the game is the first commercially-released attempt to tune a casual video game with the aid of medical technology: Gua-Le-Ni was iteratively tested with biometrical experiments.		modern UI, C++, C#, DirectX. During this workshop we will not only cover some key principles on game development for Windows platform but the attendee developer and designers will get opportunities to share and discuss their design and code with Microsoft team.	to take part in designing a game that is free of any budgets or technological limitations... Like going to the gym for athletes. People in creative fields need to exercise their creativity also. This workshop will be an introduction into a few brainstorming techniques, and what creative play feels
11.00 am to 11.15 am	Tea/Coffee Break		Key takeaways- Understand Modern UI, Windows Runtime, Store, Microsoft design guidelines, new changes in DirectX and C++ to build game for Windows Store and Windows Phone platforms.	like.
11.15 am to 12. 15 pm	Session 15 : Broken Games by Nicolo' Robinson Tedeschi, CEO and co-founder, Santa Ragione Session Brief : As	Session 16: App Marketing 101 by Mahesh Khambadkone, CTO, Games2win Session Brief : Our		Everyone will be broken into small teams. Props will be given out to design a game around. Groups will brainstorm around

	Douglas Wilson defined them at GDCE 2011, broken games are, in a few words, games that due to a breach in the rules, to unclear victory conditions or to ambiguous components let the players access into part of the very game structure and twist it, turn it upside down or simply decide some of the limits in which play might happen. The lecture focuses on the possibility of willingly designing broken games, and on how we can explore the game medium in new ways through this approach. Focusing on some of our	game Parking Frenzy was a #1 APP on the US AppStore with zero marketing dollars spent. 2 months on, it remains a top 10 game in its' category and we have doubled-down on the game franchise. I'd like to share our learnings to get this kind of success and momentum.	Who should attend – Designers, developers, game developer enthusiasts interested in learning Windows 8, Windows Phone platforms for game development.	game play, and come up with concepts derived from group interaction. Groups will then present and discuss their ideas with the entire workshop. ***Special Note: Creative licenses will be free for all attendees!*** Prizes will be awarded!	

	projects as well as on other successful broken games in the last few years, I will discuss how this practice can enforce dialogue between players, shaping games in new and unexpected subversive ways. Also, learning from some contemporary Art practices, the lecture will focus on how this take on designing games is worth considering because it explore and expand the very concept of game.			
12.15 pm to 1.15 pm	Session 17: From $0 to #1: marketing and development on a zero dollar budget by Mathew Hall, Founder,	Panel Discussion Women in Game Development • Moumita Paul, Senior	Workshop continues	Workshop continues	

| | **KlickTock Pty Ltd**

Session Brief: The App Store can feel like a very intimidating place for newcomers. Competing with hits like Angry Birds and Where My Water is is almost an impossible task. But, for those who run tight development budgets and use efficient marketing techniques, you'll find that you don't have to be #1 to "win" on the App Store. | Game Designer, Lakshya Digital

• Purnima Iyer, Game Designer , Knowledge Adventure & Co-founder at Pinaka Interactive

• Laxmi Desai-Khanolkar, Director, Apar Games

• Arpita Kapoor, Co-Founder, MechMocha

• Shaina Rajan, Disney UTV | | | |

		Moderated by : Shruti Verma, Lead Gaming Forum, NASSCOM			
1.15 pm to 2.00 pm	**Lunch**				
2.00 pm to 3.00 pm	**Panel Discussion on "Rise of the Indies"** • Shailesh Prabhu, Founder, Yellow Monkeys Studio • Arvind Raja Yadav, Programmer, Pyrodactyl • Pallav Nawani, CEO, Ironcode • Kinshuk Sunil, Hashtash **Moderated by** : Vinnie Reddy, CEO, BlueGaints	**Session 18 : Data and Design : How they can work together to make better games by Anand Ramachandran & Ranjith Radhakrishnan, Zynga**	**Session 19: Cross platform multiplayer games using cloud technologies by Kishore Annapureddy, CEO, Gamooga** **Session Brief:** The session will be about development of cross platform multiplayer games. In this session, we would like to address this difficulty of game developers in creating multiplayer games and other pain points. We	**Session 20: Game development without over-time (Yes! It's possible!) by Pratik Muraka** **Session Brief:** An Indie Developer is essentially an Entrepreneur. And a lot of people assume that a successful entrepreneur is one who has practically no time on hand. Untrue. This talk is based on practical experience, which shows that if we structure our work style, we can	**Adobe Game Jam**

			would like to introduce the community to next gen cloud based multiplayer technologies that have come up lately. How easy it is to use them to create multiplayer games, how easy it is to host their backends on the cloud and more importantly how similar the workflow is when compared to single player.	guarantee more "me" time (which can then be used to play even more video-games! :D) Though coming from an entrepreneurial angle, this talk will also be useful for productive employees, who are looking to leave office on time.	
3.00 pm to 4.00 pm	**Session 21 : Insights into Publishing Games on Steam by Vinnie Reddy, Founder, Blue Giants** **Session Brief :**	**Session 22: Game opening: The importance of being engaged quickly by Alexis LEVEQUE, Game Design Trainer, DSK Supinfogame** **Session Brief:** During	**Session 23: Road Ahead for Mobile Game Development by Imran Khan, Studio Head, Glu**	**Session 24 : Post Mortem of Real Steel by Prabodh, Jump Games**	**Adobe Game Jam**

		this presentation I will analyze few game openings, some bad ones and some good ones. I will also try to find some rules games designers should follow to hook completely the players into their games.		
4.00 pm to 4.15 pm	Tea/Coffee			
4.15 pm to 5.15 pm	**Session 25: Indie Survival guide by Pallav Nawani, CEO, Ironcode Gaming** **Session Brief :** Advice to new Indie Game Developers on how to survive and prosper in today's market	**Session 26: Beginner's guide to Rapid Prototyping using Cocos2dx by Srinivasan V, Disney UTV** **Session Brief:** The presentation will cover how to rapidly kick start your game prototype using a popular cross platform 2d game	**Session 27 : Making Successful Cross-Platform Cross-Device Multiplayer games by Lalit Patel, Co-Founder & Director, BitRhymes** **Session Brief :** The aim of the session is to share ideas and techniques on how		

		tool - "Cocos2dx". This is a very beginner programmer focus on using the tool effectively to get your first prototype out. Will briefly cover the below points: 1. How to get started on prototyping 2. Using the tool effectively to prototype faster 3. Live Demo with a prototype example.	to take successful games on one platform to another and make them successful over there. BitRhymes' Bingo Bash was a hit title on Facebook and after we launched on iPad on Feb 2012, It has peaked to No. 2 position on Top Grossing Apps (across all categories) on iPad and no. 11 position on Top Grossing Apps on iPhone (across all categories). Both apps are constantly in the Top20		

			Grossing apps across all genres.		

Note: NASSCOM reserves right to change the conference program, sessions, subjects, speakers without any notice