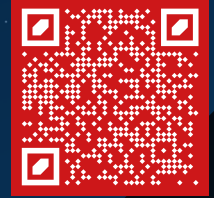


# HAMBURG GAMES CONFERENCE

GAMING MEETS BUSINESS

FULL PROGRAM



## MARCH 5

**11:15** WELCOME WORDS  
SUPER CROWD - GAMECITY HAMBURG - GRAEF

**11:30** **BRJANN SIGURGEIRSSON**  
Creating and Sustaining a Successful Gaming Brand  
- 12:15

**12:30** **SOPHIE VO**  
Most MGA Fail: How To Prevent MGA Failure By Derisking Culture Mismatch  
- 13:00

**13:45** **CHLOE LUSSIER**  
CEO and co-founder of Lowbirth Games  
Scan QR-Code for details  
- 14:15

**14:30** **DR. PETER TSCHENTSCHER**  
First Mayor of Hamburg  
Welcoming Words  
- 14:45

**14:45** Breaking Boundaries: The Evolution of Keen Games and Enshrouded  
**ANTONY CHRISTOULAKIS**  
**CHRISTIAN HAJA**  
- 15:15

**15:30** **WOLF LANG**  
**JULIAN MAUTNER**  
**ASTRID REFSTRUP**  
**MICHAEL SCHADE**  
When is a good moment to open close a game studio?  
- 16:15

**16:30** **TORSTEN OPPERMANN**  
PR is dead, long live PR (of tomorrow)  
- 17:00

**17:30** **JAMES BATCHELOR**  
What's definitely NOT the future of games development?  
- 18:00

## MARCH 6

**11:30** **GUIDO SCHMIDT**  
A Healthy Creative Process: Why Planning Stuff During Proof of Concept is a Bad Idea  
- 12:15

**12:30** **MICHELLE ZOU**  
Bridging East and West: The Power of Transnational Collaboration in the Gaming Industry  
- 12:50

**14:00** **TIM SHEPHERD**  
Faster Horses vs Rocket-Powered Pony-coms: Learning What Your Players Really Want  
- 14:30

**14:45** **LEIMING ZENG**  
Cloud Powering Games: Using Cloud Security and Intelligent Technology to Secure, and Fuel the Growth for Games.  
- 15:05

**15:15** **CHRISTOPH SACHSENHAUSEN**  
The State of Hyper-casual in 2024  
- 15:35

**16:00** How Web3 Enables Creative Freedom in Gaming  
**FLAVIEN DEFFRAIRE**  
**OLGA IVANOVA**  
**REMY BOMPAR**  
**BEHFAR IRANMANESH**  
- 16:30

**11:45** **ARE MACK GROWEN**  
Raising venture capital - How to approach a VC  
- 12:15

**12:30** **WOLF LANG**  
Layoffs - How can you deal with them?  
- 13:15

**14:00** **TIMM GEYER**  
Options for Game Studios in Challenging Situations.  
- 14:20

**14:45** **STEFAN WALTER**  
The State of Web3 - What to stop and how to start  
- 15:15

**15:30** Licensing in Gaming - a Match Made in Heaven?  
**CHRISTIAN HAJA**  
**EVA PFISTER**  
**TOBIAS EDL**  
**TUNG NGUYEN-KHAC**  
- 16:15

**12:15** **RACHIT MOTI**  
Licensing IP into video games: A risky investment or profitable partnership?  
- 12:45

**13:30** Current State of Game Invests - Is the Market Still Alive?  
**JOE ARMSTRONG**  
**PROF. ODILE LIMPACH**  
**JULIAN RIEDLBAUER**  
**ARE MACK GROWEN**  
**JULIAN RIEDLBAUER**  
- 14:15

**15:15** **ATHANASIOS CHALOUDIS**  
A Peek into the Future: Using AI to Turbocharge Game Design, Data Science, CRM and more.  
- 15:45

**16:00** **INDIE ARENA BOOTH**  
**LOU KIEVIET**  
**MEG CLARKE**  
**FRANK MEIJER**  
**TRISHA LEE**  
**MELVIN FRANK**  
PITCH ROYAL  
- 16:45

**17:00** **GÜNAY ALIYEVA**  
How we bootstrapped our Company to \$1 Billion Revenues  
- 17:20

## COTTAGE

**16:30** **PROF. ODILE LIMPACH**  
WORKSHOP The Current Challenges for Public and Private Funding in Europe  
- 17:45

## COTTAGE

**13:45** Legal Roundtable  
State of the Art of Artificial Intelligence use cases in the Games and Entertainment Industries  
**DR. RALPH OLIVER GRAEF**  
**FABIAN STÖSSER**  
- 15:15

STAGE 1

STAGE 2