



09:00

Spawn Point: Registration & Refreshments Sponsored by Playtika

Opening Track – AUDITORIUM

- 10:00** Opening Words & 2014 Summary // Nir Miretzky (Chairman Of The Board, GameIS)
- 10:15** Welcome Notes // Jonathan Levy (Ministry of Economy)
- 10:30** 7 Things You Must Do to Succeed in the Gaming Industry // Elad Kushnir (Playtika)
- 10:40** Welcome Notes // Leonard Frankel (Plarium) // Guy Tomer (TabTale) // Carlos Conde (Amazon)



11:15

Warp Zone: Coffee Break Sponsored by Plarium

AUDITORIUM – 2nd FLOOR

Local Industry Track Powered By Malam Team & IBM CLOUD

- 11:30** Mastering Virality - Shifting from Games to Playful Content // Erez Rosenbloom (PlayBuzz)
- 12:00** What Ubisoft Taught Me About Israel's Part in the Future of Gaming // Dave Levy
- 12:30** Local Game Crop: Building a New Game Brand // Uri Golan (CrazyLabs) Supermechs - Creative Solutions for Game Design Problems // Liran Egozi (Tacticsoft) Off with the Mustache! The Rebirth of Mutation Mash Niv Touboul (Upopa)
- 13:00** GameIS' Elevator Game Pitch 2014 // Hosted by Goldy

HALL 2 – GROUND FLOOR

Revenue VS Good Will Track Made possible by Taptica

- 11:30** Killer Revenues - Juicing Up Your Game with Live Ops // Leonard Frankel (Plarium)
- 12:00** Measuring the Zone - Optimal Engagement in Free-to-Play Games // Yaniv Leven (Win)
- 12:30** Educational-Fun Oximoron // Dr. Uri Globus
- 13:00** The "Playing-5h-a-Day Non-Gamer": Women Gamers // Martine Spaans (FGL)

HALL 3 – 1st FLOOR

Technology Track Connected by amazon web services

- 11:30** Deploying Low-Latency Multiplayer Games on amazon web services // Carlos Conde, Chief Technology Evangelist (amazon web services EMEA)
- 12:00** Real Native Browser Games in asm.js // Nikita Leshenko (we create stuff)
- 12:30** Selecting a Game Engine - More than Frames Per Second // Noam Gat (GameIS)
- 13:00** Optimizing DirectX Games for AMD GPUs Using GPUPerfStudio 3.0 // Tzachi Cohen (AMD)



13:30

Reinforcements have Arrived: Lunch Break Sponsored by Google Cloud Platform Live

Global Industry Track Playtika Inside

- 14:30** Games Economy - The Heart of Game Monetization // Raz Friedman (Playtika)
- 15:00** Surviving the Challenge of Self - Publishing Online Games // Vincent Vergonjeanne (EVERYDAYPLAY)
- 15:30** Repeatedly Creating Hit Games // Philipp Stelzer (Wooga)
- 16:00** How to Use the Center of Attention as Game Design Tool // Bjoern Bergstein (Tivola)
- 16:30** Arabic Industry Game & Tech Focus Panel // Hans Shakur, Jafar Sabah, Hasan Abo Shally. // Hosted by Yael Hakshurian

Creative Track Brought to you by Google Cloud Platform Live

- 14:30** Feeding the Art Monster - 10 Games a Month // Sonya Novosolov Nathan (TabTale)
- 15:00** Spinnovation - How to Get your Ideas to Come to Life with Spin Master // Connor Forkan (Spin Master)
- 15:30** Game & Music - The Perfect Match // Patty Toledo (BeatMuse)
- 16:00** Design for VR // Elad Drory (Sidekick)
- 16:30** Atoms of Fun - Kickstarting a Game, a World, a Business // Saar Shai (Double Edged Games)

Game Services Track Covered By Microsoft

- 14:30** Nothing Else Matters - Building your Game on Google Cloud Platform // Nir Chinsky (Google)
- 15:00** Do It Yourself? What Publishers Can and Can't Do for You in Western Europe // Falko Bocker (R-control)
- 15:30** The Equation Between WakingApp, Augmented Reality and SoftLayer // Alon Melchner (WakingApp)
- 16:00** From Leisure Suit Larry to Timbaland - The Legal Aspects of Emulators, 8-Bit Music and Retro Gaming // Tal Ron (Tal Ron, Drihem & Co., Law Firm)
- 16:30** How Microsoft is Changing the Rules of the Game // Ron Kaldes (Microsoft)



17:00

Checkpoint Reached: Coffee Break Sponsored by TabTale

Keynote Track Sponsored by GameIS

- 17:30** Panel Masters of Strategy - The Blue Ocean Between Hardcore and Casual Games // Michael Rosen (Tacticsoft) // Shahar Sorek (7 Elements Studio) // Yariv Ben-Zichri (Plarium) // Hosted by Doron Nir
- 18:00** World Building - From Paper to AAA Games // Bozhidar "Bave" Grozdanov (Ubisoft/Imperia Online)
- 18:30** Fireside Chat with David Helgason (Unity) // Hosted by Guy Bendov



19:00

Game Over. Continue? 9

21:00

PARTY

E = In English