



Sunday, October 11

Conference Schedule

	GDC Mobile (Morning) Independent Games (Afternoon) <i>Century Hall, 1F</i>	Full-day Tutorial 2 <i>Yangtze River Hall, 5F</i>	Full-day Tutorial 1 <i>Yellow River Hall, 3F</i>
9:00-10:00am	The Goldilocks Conundrum—Steering a Middle Path Through Apple’s Orchard <i>Chris Ulm (CEO, Appy), Paul O’Connor (Brand Director, Appy)</i>	Advance Scrum & Learn <i>Clinton Keith (Coach and Consultant, Clinton Keith Consulting, LLC)</i>	Maximizing Art Production with Effective Art Pipelines <i>Kelly Snapka (Studio Art Director, Volition Inc.)</i>
10:00-11:00am	Squeezing Every Drop Of Performance Out Of The iPhone <i>Noel Llopis Founder (Snappy Touch)</i>		
11:00-11:45am	From AAA To Indie: Tiger Style and The Making of Spider <i>David Kalina (Owner and Principal Engineer, Tiger Style)</i>		
11:45am-12:30pm	East to West – Making iPhone Games in China for the Western Market <i>Jung Suh (Co-founder and CEO, Red Rocket Games)</i>		
12:30-1:30pm	LUNCH (<i>Seagull Palace</i>)		
1:30-2:30pm	Independent Games In The West: Market Trends <i>Simon Careless (Chairman, Independent Games Festival)</i>		
2:35-3:35pm	How to Prepare Your Studio/Game to Attract Investors/Publishers? <i>Kevin Li (Exec. Director of ACTIVISION China)</i>		
3:35-3:55pm	COFFEE BREAK		
3:55-4:55pm	Nicalis - Behind The Scenes Of A Western Indie Developer <i>Tyrone Rodriguez (Nicalis, Inc.)</i>		
5:00-6:00pm	Panel Discussion: Chinese Indie Game Outlook and Opportunity <i>Billy Hsu (CEO, DJL Worldwide), Tony Chen (Online Business Development Manager, Take Two Asia), Bin Xu (CEO, Purple-Zone Interactive / Founder, Dream2 Interactive)</i>		
6:30-9:00pm	The 1st IGF China Awards Ceremony (<i>La Verbena Restaurant & Bar</i>)		



Monday, October 12

Conference Schedule

	Online Game Development & Business <i>Yellow River Hall, 3F</i>	Global Games Development <i>Yangtze River Hall, 5F</i>	Audio <i>3C+3D, 3F</i>	Sponsored Track <i>Century Hall, 1F</i>
9:00-10:00am	<p>KEYNOTE: Prince of Persia: 20 Years From Game to Film <i>Jordan Mechner (Game Designer, Programmer, & Screenwriter)</i></p>			<p>Giant: How can Medium- & Small-Sized Teams Make Breakthrough in Fierce Competition of Online Game Industry? <i>Alex Xu (Strategic Development Director, Giant Interactive Group Inc.)</i></p>
10:05-11:05am	<p>How to Use Game Design to Reduce the Negative Effect Caused by Bot Programs <i>Yunfeng Lin (Chief Designer of Fantasy Studio, Online Game Department, Netease)</i></p>	<p>Social Games – Lessons From The Revolution <i>Mack Growen (GM, Playfish China, and VP, Playfish Ltd.)</i></p>	<p>Designing Sound for Games in China <i>Jie Yang (Sound Director, Virtuos)</i></p>	<p>Intel: Developing Parallel Game Engine <i>Sheng Guo, Cage Lu, Xiaochang Wu (Application Engineers, Developer Relations Division, Intel Software & Services Group)</i></p>
11:10am-12:10pm	<p>Economic System in Online Game <i>Yimin Wu (GM & Producer, Shanda Games)</i></p>	<p>Choosing the Game Engine that is Right for You <i>Mark DeLoura (Video game Technology Consultant)</i></p>	<p>Dubbing Design & Setting Up the Auditory Atmosphere in Games <i>Peng Meng (Sound Designer, Composer)</i></p>	<p>Intel: Optimizing 3D-Games for Intel Integrated Graphics Architecture <i>Luis Gimenez (Graphics Architect, Visual Computing Group, Intel Corporation)</i></p>
12:10-1:30pm	<p>LUNCH (Seagull Palace)</p>			<p>(1:00pm - 1:30pm) Xuhui: Current Situation of Xuhui Online Game Industry and its Service Platform <i>Shuihua Wu (Associate Director, Commerce Committee of Xuhui District; Director, Investment Promotion Institution of Xuhui District), Xudong Xu (Chief Supervisor, Service Platform of Online Game Industry)</i></p>



Monday, October 12 (cont.)

Conference Schedule

	Online Game Development & Business <i>Yellow River Hall, 3F</i>	Global Games Development <i>Yangtze River Hall, 5F</i>	Audio <i>3C+3D, 3F</i>	Sponsored Track <i>Century Hall, 1F</i>
1:30-2:30pm	Texturing Massive Terrain <i>Colt McAnlis (Programmer, Blizzard Entertainment)</i>	Must Haves and Pitfalls in Publishing Games into Western Markets <i>Susan Yoon Choe (Chairman & Founder, Outspark)</i>	From Script to Implementation <i>Greg DeBeer (Dialogue Manager, Sony Computer Entertainment America)</i>	Illuminate Labs: State of the Art Light Mapping <i>David Larsson (Lead Engineer, Illuminate Labs)</i>
2:35-3:35pm	Keys to Overseas Success for Asian Online Games <i>Steve Jeong (Director and Division Head, Overseas Business, NHN)</i>	The Know-How for Chinese Independent Studio Penetrates into China & Global Market in PC Online & Console Platform <i>Aaron Hsu (CEO & Chairman, XPEC Entertainment Inc.)</i>	How to Use Music to Add Value to Your Games <i>Roc Chen (Senior Game Music Composer, Lead Composer of Roc Music Studio Inc.)</i>	Dolby: Integrating Dolby Axon in-game Voice into Games <i>Paul Boustead (Director for Interactive Voice Technologies, Dolby Australia)</i>
3:35-3:55pm	COFFEE BREAK			(3:30-4:30pm)
3:55-4:55pm	Maximizing the User Experience: A Comprehensive Suite of Level-of-Detail (LOD) Techniques for Modern High-End F2P Games <i>Christopher Pfeiffer (CEO and Cofounder, Balanced Worlds)</i>	Video Game IP – What You Need to Know NOW <i>Ross A. Dannenberg (Partner, Banner & Witcoff, Ltd.)</i>	Mixing It Up: The Last Great Challenge for Game Audio <i>Garry Taylor (Audio Manager, Sony Computer Entertainment Europe)</i>	Crytek: CryENGINE: Next-Gen In No Time <i>Yang Zhang (Customer Support Manager of Greater China Area, Crytek)</i>
5:00-6:00pm	From Evolution to Revolution: Upgrading the Graphics Engine of EVE Online <i>Halldor Fannar (CTO, CCP)</i>	Meaning, Aesthetics, and User-Generated Content <i>Chris Hecker (former Technology Fellow at Maxis)</i>	The Business Of Game Audio: Turning Music Into Money <i>Norihiko Hibino (CEO, Composer and Producer, GEM Impact, Inc.)</i>	(4:30-5:30pm) XPEC: Local Talents, Hollywood IP, International Collaboration and Global Market—Successful Case on Kung-Fu Panda <i>Wonder Lin (General Manager, BU1, XPEC Entertainment)</i>
6:00-6:30pm				(5:30-6:30pm) China Telecom: Industry Integration and Value Session on Game World Online <i>Zhiren Fu (GM & Secretary of the Party Committee, Leadership of Information & Networking Department, Shanghai Telecommunication, Senior Engineer)</i>
7:00-9:00pm	Welcome Banquet (5F/Europe Hall)			



Tuesday, October 13

Conference Schedule

	Online Game Development & Business <i>Yellow River Hall, 3F</i>	Global Games Development <i>Yangtze River Hall, 5F</i>	Visual Arts <i>Century Hall, 1F</i>
9:00-10:00am	KEYNOTE: A Fantastic Westward Journey <i>Min Kim (Vice President, Nexon America)</i>		
10:05-11:05am	Social Networking—Lessons Learned <i>Hugh de Loayza (VP of Business Development, Zynga)</i>	Iterative Level Design <i>Jingyu Zhu (Lead Level Designer, CCP Games Asia)</i>	Maya/Zbrush Next-GEN Game Creature <i>Jin Pei (Assistant Professor, Art Institute of Atlanta)</i>
11:10am-12:10pm	Integrate the R&D & Operating – Grasp the Overall Chinese Online Game Market Situation <i>ALI (Yanqing Li) (President, China Game)</i>	Little Hands, Foul Moods, & Runny Noses 2.0: The Research You Should Know When Making Games for Kids <i>Carla Engelbrecht Fisher (Children's Technology Developer/Author, Teachers College, Columbia University)</i>	Cinematic Game Design III: Action! <i>Martin Stoltz (Cinematic Director, Big Huge Games), Richard Rouse III (Lead Single Player Designer, Kaos Studios)</i>
12:10-1:30pm	LUNCH (Seagull Palace)		
1:30-2:30pm	Creating an MSO: Viral Emotions and the Keys to Social Play <i>Nicole Lazzaro (Founder and President, XEODesign, Inc.)</i>	Evolving International Partnerships – From Outsourcing to Exporting <i>Aaron Pulkka (Director of Production, Activision Publishing)</i>	Creating First Person Movement for MIRROR'S EDGE <i>Tobias Dahl (Senior Lead Animator, Dice EA), Mikael Lagre (Engineer, Dice EA)</i>
2:35-3:35pm	Making Games that Stand Out <i>Robin Zeng (CEO, UYI Networking)</i>	Alice 2 – A Case Study of Global Development in China <i>American McGee (Founder & Sr. Creative Director, Spicy Horse)</i>	Workflow Methods for the Environment Artist <i>Ray Tylak (Art Production Manager, Ubisoft Chengdu)</i>
3:35-3:55pm	COFFEE BREAK		
3:55-4:55pm	The Trend & Future of Domestic Webgames' R&D <i>Hua Huang (Founder & CEO, Youyi Co., Ltd.)</i>	Minimizing Risk in Production <i>Troy Dunningway (VP of Game Development, Globex Studios)</i>	The Loneliness Makes Legend—Retrospect The Art Direction of JX Online <i>Yun Wu (Lead Technical Artist of Season Studio, Kingsoft)</i>
5:00-6:00pm	Online Game Design for Kids—The Secret of the 51MOLE Success <i>Benson Wang (CEO & Founder, Taomee Inc.)</i>	Preparing a Leading Chinese IP for Video Game Development – the Daomubiji (Tomb Robber's Journal) Case Study <i>Wenhui Wu (President, Shanda Literature; GM, Qidian.com), James Zhang (CEO/Founder, Concept Art House; CoFounder, Evertold), Matthew Le Merle (Chairman & President, Evertold), Ken Chou (Creative Director, Concept Art House), Xuan Li (Development Director, Concept Art House)</i>	Finding the Artistic Soul of Your Social Network Game <i>Brad MacDonald (Art Director, Large Animal Games)</i>