

## Sessions

**NOTE: This program is subject to change.**

**Tuesday November 3rd, 2009**

Registration Open: 8:30 am – 6:00 pm  
Trade Show Open: 10:00 am – 5:30 pm  
Game Zone Open: 9:30 am – 4:30 pm

9:30 am Conference Opening and Welcome

### **Keynote Presentations and Panels**

- 9:45 am Fighting Fantasy: Old School Meets New School  
Randy Van Der Vlag, Lead Artist, Big Blue Bubble  
*The adventure began with the release of Warlock of Firetop Mountain in October 2009. Fighting Fantasy fans will love the classic story and original illustrations with a technological twist.*  
  
*Sponsored by Big Blue Bubble*
- 11:00 am Ontario Studio Owners 'Talk Shop'  
*Join executives from casual and console game owner-operated studios as they discuss issues facing the industry, and the challenges and opportunities of running an independent shop. Gaming companies include Antic Entertainment, Big Blue Bubble, Digital Extremes, Frozen North and Transgaming Technologies!*  
  
*Sponsored by OME Group*
- 12:00 pm Noon - Lunch Break
- 12:30 pm Documentary Games: Playing with the Truth  
Tony Walsh, Founding Director, Phantam Compass  
*Tony presents case-studies from the intersection of games and documentary media, including Alternate Reality Games, Serious Games, and games based on documentary films. Practical documentary game design, development, cross-industry collaboration and funding models.*  
  
*Sponsored by Western*
- 1:15 pm Keynote Presentation - Humagade Frima  
Hugo Morin, Owner/VP Strategic Development at Frima Studio  
*Frima Studio, founded in 2003, works on traditional and interactive animated projects, boasts a number of R&D efforts looking at MMO and online developments. Humagade, formed in 2002, has made a name for itself as a developer of mobile and Nintendo DS titles.*  
  
*Sponsored by Deloitte*

2:15 pm Core Values with Denis Dyack, Silicon Knights  
Denis Dyack, Founder and President, Silicon Knights  
Interview by Kyle Wynen, Managing Editor of GamingUnion.net.

*Sponsored by KPMG*

3:15 pm Game Shift: Economic Trends & Demographics for the Gaming Industry  
Jesse Divnich, Director of Analyst Services  
Electronic Entertainment Design and Research (EEDAR)

*Sponsored by Tech Alliance*

### **Networking Reception & Dinner – Tuesday November 3rd, 2009**

5:30 pm DIG Networking Reception (Full delegates only or dinner ticket required)  
6:30 pm DIG Dinner & Keynote Presentation  
Keynote Presentation: Victor Lucas, Electric Playground  
9:00 pm DIG VIP Reception (by invitation only)

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### **Wednesday November 4th, 2009**

Registration Open: 8:30 am – 6:00 pm  
Trade Show Open: 10:00 am – 5:30 pm  
Game Zone Open: 9:30 am – 4:30 pm

9:00 am So you want to make games?  
*Join community high school students while they ask college, university and industry leaders about the gaming industry and what it takes to consider a career in gaming.*

*Sponsored by LEDC*

10:00 am Conference Opening and Welcome (Day 2)

### **Keynote Presentations and Panels**

10:10 am True Casual Games - Are we harming the genre by calling so many games 'Casual'?  
*Join executives from the Casual Gaming Industry while they discuss; what makes a true "Casual" game, and does it harm the genre if there are so many other games being called "casual"?*

*Sponsored by Ontario Centre of Excellence*

11:15 am Core Values with James Schmalz, Digital Extremes

James Schmalz, President and Founder, Digital Extremes  
*What drives industry leaders? James Schmalz will share some of his personal thoughts and motivations on the founding and guiding principles of Digital Extremes and conclude with a candid interview with Kyle Wynen of the Gaming Union.*

*Sponsored by Digital Extremes*

12:00 pm Lunch Break

1:00 pm UBISOFT - Keynote Presentation  
Yannis Mallat, CEO Ubisoft Montreal and Toronto  
*Yannis Mallat is one of the 20 most influential personalities of the international video game industry. Ubisoft Montréal is currently ranked third best game development studio in the world as per the Top 50 Developers ranking published by Game Developers Magazine (no. 1 gaming publication).*

*Sponsored by Ubisoft*

2:15 pm Junk Battles  
Mark Mikulec, Antic Entertainment  
*Digital Distribution*

*Sponsored by Antic Entertainment*

3:15 pm Workshop: Pitching your Game to Publishers and Financers  
*What would you say if you had the ear of a publishing executive for 60 seconds? How would you pitch your company, your products, and services to investors or future clients? Learn from Industry and Academic Leaders what tools effectively communicate who you are and what you and/or your company can do.*

*Sponsored by OMDC (Pending)*

4:00 pm Closing Comments