



BIG FISH GAMES™ CONFERENCE & MEETING 2011

29 – 30 September 2011 (Thurs & Fri)
Orchard Hotel Singapore

ABOUT THE EVENT:

Leading casual and mobile games developer and publisher - *Big Fish Games™* will be hosting a 2-day event comprising of a conference, business meeting and networking platform targeting game developers and game studio professionals.

ABOUT THE CONFERENCE (29-Sept):

The online casual games industry has rapidly evolved from the days of single-player solitaire into a mighty, multi-billion dollar global business. As the casual gaming industry continues to grow, more multi-platform, social networking and revenue driving opportunities continue to present themselves.

Topics will explore various touch-points including new opportunities, impactful growth of these casual games, under the hood user-generated content and development, revenue models, rewards and referral programs that the social gaming has presented the world.

ABOUT THE B2B MEETINGS (30-Sept):

Big Fish Games™ is inviting and meeting game partners to explore collaboration opportunities in the casual game space.

WHO SHOULD ATTEND:

- Business Development Professionals
- Game Content Aggregators
- Game Producers, Developers and Designers (Veterans, Indies, Budding & Students)
- Online Game Publishers And Distributors
- Game Service and Solution Providers

SUPPORTED BY:

- ✓ MDA Singapore www.mda.gov.sg
- ✓ Game Exchange Alliance (GXA) www.gxa.org.sg
- ✓ IGDA (International Game Developers Association) www.igda.org.sg

ORGANISER:

Big Fish Games™

EVENT MANAGER:

Serene Tay
Events Director
Asia Events
t: (65) 6245 0089
e: serene@asiaevents.com.sg
w: www.asiaevents.com.sg

DAY ONE CONFERENCE PROGRAM (29-Sept)	
10:45am	DELEGATE REGISTRATION (Welcome Coffee/Tea)
11:00am	NETWORKING LUNCH
12:00pm	KEYNOTE Big Fish Games, Inc. <ul style="list-style-type: none"> • Company Overview • Who We Are And How To Partner With Us • Casual Games, Our Core Competency • Opportunities In Mobile
1.00pm	Behind The Scenes: Beta, Launch and Thereafter <ul style="list-style-type: none"> • Key Success Factors To Building A Successful Casual And Mobile Games • How Big Fish Can Assist You With Bringing Your Game To Market • The Big Fish Game Score Program And What It Means For Your Game
2:00pm	Casual Games in Southeast Asia: A Success Story <ul style="list-style-type: none"> • Hear from Chris Natsume, owner of Boomzap Entertainment on how he created a virtual studio in Southeast Asia that has realized significant success in the casual game, and mobile space
3:00pm	AFTERNOON REFRESHMENT
3:15pm	Mobile Opportunities with Big Fish <ul style="list-style-type: none"> • Discuss The Presence Big Fish Has A Publisher Of Content To Mobile Devices • Learn How Big Fish Solved The Issue Of Discoverability • Discussion On What Kind Of Content Big Fish Games Is Looking For To Publish To The Mobile Market
4.15pm	NETWORKING SESSION (with refreshments) An after-hours informal session that allows presenters and participants to network, exchange ideas and develop new friendships within the gaming arena.
8.30pm	WRAP OF DAY ONE PROGRAMME

DAY TWO B2B MEETINGS PROGRAM (30-Sept)	
8.45am	REGISTRATION
9.00am	1:1 BIZ MATCHED MEETINGS
1.00pm	LUNCH (own time)
2.00pm	1:1 BIZ MATCHED MEETINGS (continue)
5.30pm	WRAP OF B2B MEETINGS
6.00	WRAP OF DAY TWO PROGRAMME

Registration is FREE on a first-come-first-served basis (Limited Seats!)

To secure your place for the conference and b2b meetings, please email the following information: NAME / DESIGNATION / CONTACT PHONE NUMBER / EMAIL ADDRESS / ORGANISATION of each participant

Serene TAY
 e: serene@asiaevents.com.sg
 t: (65) 6245 0089 (enquiries)
