

FIRST PLAYABLE 2022

6 JULY 2022

All times are CEST

- **09.30 AM - 10.00 AM: First Playable Welcome Speech**

Welcome speech by IIDEA and Toscana Film Commission, the organizers of First Playable 2022, for the international publishers and investors attending the event.

Speakers:

- *Thalita Malagò*, Director General @ IIDEA
- *Stefania Ippoliti*, General Manager @ Toscana Film Commission

- **10.00 AM - 11.00 AM: Developing local gaming ecosystems in Europe**

How is the game development scene in different European countries? What European associations are doing or plan to do to support the growth of their local ecosystems? What are the key learnings that can be shared from their experience in the field? These topics will be discussed with representatives of different European associations with the purpose to provide an overview of challenges and opportunities for the present and the future of the European video games industry.

Speakers:

- *David Rabineau*, Board Member @ EGDF, VP @ Syndicat National du Jeu Vidéo
- *Marija Ilic*, President of the Board @ Serbian Games Association
- *Konrad Adamczewski*, Member @ Polish Games Association, PR Manager @ 11 bit studios
- **Moderator:** *Thalita Malagò*, Director General @ IIDEA

- **11.00 AM - 12.00 PM: Getting Meta on Metaverse**

'The Multiverse is a concept about which we know frighteningly little' Just like Doctor Strange getting to grips with the ins and outs of the Multiverse, we're joined by global Metaverse specialists Nicola Rosa and Chris Gunby to break down the exciting possibilities of development for and within the Metaverse. Join them for an intimate discussion setting the playing field straight and sharing exciting developments and future potential for this rising digital space.

Speakers:

- *Nicola Rosa*, Multiverse Lead Europe & APAC @ Accenture Technology Innovation
- *Chris Gunby*, Head of Memberships & Strategic Alliances @ AIXR

ORGANIZED BY

SUPPORTED BY

- **12.00 PM - 01.00 PM: The Fun in Funding**

Looking to find a partner or fund an upcoming videogame project? Hear from some of the thought leaders in the funding and publishing space on the best way to acquire support funding for your next gaming project and gain an understanding of what entering this type of relationship entails. We'll explore what potential partners are looking for in project collaborations, what parties look for in the pitching stages, what resources open to help make your title a success and discuss some of the common pitfalls which can be easily avoided.

Speakers:

- *Per-Arne Lundberg*, CEO @ Amplifier Game Invest
- *Tim Glaus*, Head of Acquisition @ Amplifier Game Invest
- *Alexis Trust*, Communication Manager @ Chucklefish
- *Alexander Milton*, Head of Scouting & Developer Relations Manager @ Kinda Brave
- *Steph Darrab*, Business Development Manager @ Playtonic Friends
- *Briann Sigurgeirsson*, CEO @ Thunderful Group
- **Moderator:** *Aaron Cooper*, Head of Content Creators @ Renaissance PR

- **01.00 PM - 02.00 PM: Lunch**

- **02.00 PM - 03.00 PM: Me, You, Us, Them**

Inclusivity and diversity are the way forward. How can this be homed in the modern age of game creation, what avenues does it open and how does this inclusivity bleed through into the game experiences and open a more complete vision and collaborative workspaces? What does the future of accessibility look like in videogames? What are some of the pitfalls? When should accessibility be considered and what can be done to ensure that games can be for everyone?

Speakers:

- *Hollie Emery*, Production Director @ Bonsai Collective
- *Alexis Trust*, Communication Manager @ Chucklefish
- *Alexander Milton*, Head of Scouting & Developer Relations Manager @ Kinda Brave
- *Micaela Romanini*, Founder @ Women in Games Italy
- **Moderator:** *Aaron Cooper*, Head of Content Creators @ Renaissance PR

- **03.00 PM - 04.00 PM: Unreal Engine 5 and beyond in 2022**

Epic's Director of the Developer Community Sjoerd De Jong will walk through some of the latest developments around the recently released Unreal Engine 5, as well as other developer focused tools and tech that Epic is working on to help empower creation such as Metahuman and RealityScan.

Speaker:

- *Sjoerd De Jong*, Director of the Developer Community @ Epic Games

- **04.00 PM - 05.00 PM: Italians Abroad**

Italians Abroad is a network initiative promoted by IIDEA within the aim to map and scope all the Italian's professionals working in the gaming industry worldwide. In this appointment, we'll be talking with a few Italians working in the industry overseas!

Speakers:

- *Ilya Rotelli*, Head of International Investment & Biz Development @ Amazon Games
- *Roberto Schiavulli*, Co-Founder & Creative Director @ ChamoGames
- *Maurizio De Pascale*, Chief Technology Officer @ IO Interactive
- *Stefano Petrullo*, CEO & Founder @ Renaissance PR
- **Moderator:** *Davide Morrone*, Marketing Manager @ IGG

- **05.00 PM - 06.00 PM: Acceleration Programs in Italy**

Three gaming accelerators were born in Italy in 2022: Cinecittà Game Hub in Rome promoted by Regione Lazio and Cinecittà in collaboration with IIDEA, Bologna Game Farm in Bologna promoted by Regione Emilia-Romagna and the Municipality of Bologna and coordinated by IncrediBOL! and ART-ER in collaboration with IIDEA, Quickload in Turin promoted by OGR and 34BigThings. The acceleration programs have come to an end, the studios have refined their projects and are present at First Playable to present them to international publishers and investors. During this panel discussion, the promoters of the three accelerators and their coordinators will talk about the results achieved to date and details for new editions.

Speakers:

- *Mauro Fanelli*, Coordinator @ Cinecittà Game Hub
- *Diego Grammatico*, Advisor @ Cinecittà
- *Ivan Venturi*, Coordinator @ Bologna Game Farm
- *Sara De Martini*, Project Manager @ Bologna Game Farm
- *Tiziano Giardini*, Coordinator @ Quickload