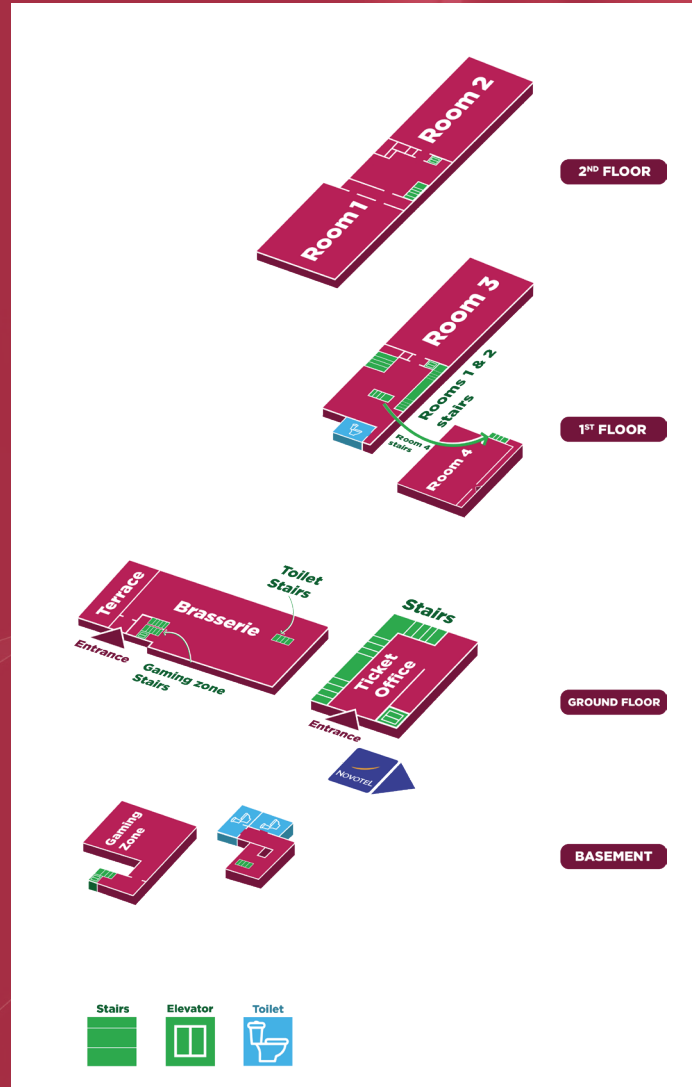


FIND THE GAMING ZONE AND
PLAY ALL THE GAMES PRESENTED
DURING THE EVENT



M MEET + BUILD 2023 EXTENDED

CONFERENCES PROGRAM
28 October 2023

www.meetandbuild.eu

THE BELGIAN VIDEO GAME INDUSTRY EVENT
SPECIAL GUEST FRANCE



CONFERENCES

ART & CREATIVITY ROOM 1

9:30 - 10:00 **INTRODUCTION**

10:00 - 11:00 **WILL EMMERICH** | CEO of Shed of Ideas: "UNREAL Engine for Fortnite (UEFN) as an alternative tool for independent studios"

11:00 - 12:00 **CÉDRIC BABOUCHE** | CCO of UMANIMATION: "Dordogne and how to bring traditional art in video games"

12:00 - 13:00 **SÉBASTIEN CROTEAU** | President of The Monster Factory AV INC: "CREATURE VOCALIZATIONS: The Art of Creating Audio Nightmares with a Human Voice"

13:00 - 14:30 **LUNCH**

14:30 - 15:30 **RAPHAËL VILLEGAS** | Art Director at Abrakam Studio: "Improve your artistic productivity with AI"

15:30 - 16:30 **PHILIPPE DESSOLY** | Art Director at Mr Nutz Studio: "From video games to everything else..."

TECH & PRODUCTION ROOM 2

9:30 - 10:00 **INTRODUCTION**

10:00 - 11:00 **ANDREA DI STEFANO** | Game Director at Appeal Studios: "THE TUMULTUOUS ROAD TO SHERWOOD: three lives, two titles, and one heck of a gang!"

11:00 - 12:00 **RUSLANA KRUCHEK** | Co-Founder, Brand Manager & Art Director of VP Production: "MAKE IT LOUD: use game-changing potential of branded audio"

12:00 - 13:00 **KURT McCLUNG** | Narrative Designer & CCO of Taliespin: "Narrative Design: 360 Methodology"

13:00 - 14:30 **LUNCH**

14:30 - 15:30 **AYMERIC CASTAING** | CEO of UMANIMATION: "UMANIMATION, a transmedia IP company"

15:30 - 16:30 **XR ROUND TABLE** | with I-Illusion & Myron Games

BUSINESS & MARKETING ROOM 3

9:30 - 10:00 **INTRODUCTION**

10:00 - 11:00 **STÉPHANE RAPPENEAU** | CFO & Creative producer of Jamaste & Hawkswell Studios: "The Jungle of European Game Financing"

11:00 - 12:00 **FEDERICA NOCERINO** | Marketing Consultant & WIG Ambassador: "Learn how to build a strong community, engage with fans on social media, and market your game successfully"

12:00 - 13:00 **MICHAEL LIEBE** | CEO of Booster Space & Kickstarter representative: "Proofing your game concept with Love - The Kickstarter Formula"

13:00 - 14:30 **LUNCH**

14:30 - 15:30 **MELISSANDRE MONATUS** | Marketing, Communication & PR consultant: "The African Video Game industry, hidden treasures to be discovered"

15:30 - 16:30 **ADRIAN LAUBISCH** | New Business & Planning Director at AIYRA: "ADVERGAME: how video games can deliver an advertising message while offering real gameplay to the target audience"

16:30 - 17:30 **MASAHIKO MURAKAMI** | CEO at Skeleton Crew Studio & BitSummit's Organiser: "After BitSummit - How did Japan's independent game culture grow?"

CULTURE & SOCIETY ROOM 4

9:30 - 10:00 **INTRODUCTION**

10:00 - 11:00 **SINDI BRESHANI** | Co-Founder of Episod Studio: "Navigating complex stories through games"

11:00 - 12:00 **JÖRG TITTEL** | CEO of RapidEyeMovers Studio: "SPACE INVADERS: evolving game design from killing to filling time"

12:00 - 13:00 **GUERGANA GUINTCHEVA** | Professor in Marketing at EDHEC Business School: "NAPOLEON VS MARIE-ANTOINETTE: Gender Stereotypes in Video Games Consumption and Their Reproduction in Game Narratives"

13:00 - 14:30 **LUNCH**

14:30 - 15:30 **CHLOÉ BOELS** | Streamer, Founder of Stream'Her and TV Chronicler: "The importance of streaming in the Video Games Industry"

15:30 - 19:30 **LIVE STREAM SESSION** | Discover all the games presented today!