



Thursday, February 28

Room	Saskatoon	Manitoba	Courtyard
0730	Breakfast		
0750 – 0805	Honourable Dan D'Autremont, Minister responsible for the Information Technology Office (ITO)		
0805 – 0900	Keynote: At the heart of the global convergence culture: the crazy collision course of culture, media, and technology, Rochelle Grayson, Donat Group Enterprises		
0910 – 1000	Gamers with disabilities: or how I learned to play the Jedi mind trick, Michelle Hinn, University of Illinois (Ballroom B)	Virtual worlds in education, Leanne McCarthy, Northern Alberta Institute of Technology	Effective use of social media in the corporate world, Sean Branagan, Wireless Grids Corporation
1000 – 1020	Nutrition break		
1020 – 1110	Games for health - potential impact on the payor, Dave Warhol, Real Time Associates (R)	Teaching in the new vernacular: designing learning environments, Jonah Bossewitch, Columbia University	I, Avatar: real marketing, fake places, distributed selves, Linda Zimmer MarCom:Interactive
1115 – 1205	Interactive multimedia in behavioral healthcare, Dr. James Carter, Harvard Medical School	Role of programming games in education & research, Dr. Chris GauthierDickey, University of Denver	The right message, the right person, the right time, Kathy Gibson, Threewave Software Inc.
1210	Lunch		
1215 – 1330	Keynote: Digital kids and the future of mobile disruption, Sean Branagan, Wireless Grids Corporation		
1340 – 1430	Saving a generation with games, Dr. Ernie Medina, XRtainment Zone (R)	Surely, you can't be serious: building the business case for serious games, Ben Katz, Enspire Learning (R)	So you want to be a game designer...Richard Buckley, Far Vista Studio
1440 – 1530	Motion capture and sensor-based technology for human movement applications, Dr. John Barden, University of Regina, Kinesiology	Using social networks to enable communities to generate & capture knowledge, David Gratton, Donat Group Enterprises	Gameplay metrics for a better tomorrow, Darius Kazemi, Orbus Gameworks
1530 – 1545	Nutrition break		
1545 – 1635	GDC update on serious games, Ray Hutchins, SimGame Exchange	Mobile 2013: Where will we be in five years Panel discussion moderated by Ryan Lejbak, zu.com	Growing a game development business from the ground up, Patrick Minotti, Tribal Nova

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0805 – 0900	Keynote: Virtual and real world convergence; raising money and structuring interactive media deals Ray Hutchins, SimGame Exchange		
0910 – 1000	Games for health - potential impact on the payor, Dave Warhol, Real Time Associates (R)	Developing business skills through Innov8, David Daniel, IBM	Online marketing trends, Susan Sweeney
1000 – 1020	Nutrition break		
1020 – 1110	Surely, you can't be serious: building the business case for serious games, Ben Katz, Enspire Learning (R)	Saving a generation with games, Dr. Ernie Medina, XRtainment Zone (R)	Secrets of search engine success, Susan Sweeney
1115 – 1205	The development of an emotion trainer game for stress reduction, Dr. Mark Baldwin, MindHabits	Wireless opportunities in the Saskatchewan marketplace, John Hill, SaskTel	Increasing web site traffic, Susan Sweeney
1210	Lunch		
1215 – 1330	Keynote: Wrap-up & industry status in Saskatchewan, Deborah Black, President, SaskInteractive		

(R) Presentation is repeated