

Games for Health	Web Technologies	Business / Government / Communications / Marketing	Education/Arts/Culture
Room 234	Manitoba Room	Courtyard Room	Saskatoon Room

**Thursday, March 19**

07:15 – 07:45	Registration / Breakfast			
07:45 - 09:00	<b>Opening remarks – Peter Sametz, Saskatchewan Arts Board</b> <b>Keynote – My mountain bike is a print out, Gord Kurtenbach, Autodesk</b>			
09:15 -10:30	From revolution to evolution – launching a new media application, Greg Sutton, TinyEYE	Rapid prototyping for real people: how to get clients on board with your development process, Thomas Shelford, Promotions.com	Intelligent shared spaces – bridging the physical & virtual, David Wortley, Serious Games Institute, Coventry University, UK	Partnership: the key to starting a serious game, Joe Biglin, Training Port Strategies
10:30 -11:00	Break			
11:00 -12:15	First steps in an emerging approach to health care, Dwayne Hammond, Algoma University	The art & science of persuasive design, Mike Patterson, Human Factors International	Search marketing & conversion, Rob Swick, AlphaSearch	Entertainment arts and engineering in education--games, animation and more, Mark Van Langeveld, University of Utah
12:15 -13:30	Lunch & <b>Keynote – New Media: new Canadian funding environment, Paul Hoffert, ‘techno-renaissance-visionary’</b>			
13:45 -15:00	Taking the Pulse!! of next generation training, Doug Whatley, Breakaway	Accessibility beyond compliance, Derek Featherstone, Further Ahead	The many faces of social media, Nathan Gilliat, Social Target	Learning games: keys to success, Duane Dunfield, Red Hot Learning Inc
15:00 -15:30	Break			
15:30 -16:45	How interactive gaming can boost internet learning, Jim Omer, Rival Interactive	Jumpstarting your ActionScript 3, R Blank, Rich Media Institute	The psychology of internet marketing, Rob Swick, AlphaSearch	Information visualization and collaboration, Sheelagh Carpendale, University of Calgary
17:15 - 20:00	<b>Reception – SIMA awards presented at 18:00</b>			

**Friday, March 20**

07:15 - 07:45	Registration / Breakfast			
07:45 - 09:00	<b>Keynote – There are clouds in your future, Jeff Barr, Amazon.com</b>			
09:15 -10:30	Incredible adventures of the amazing food detective, Trina Histon, Kaiser Permanente	Web 3.0, Hank Williams, Kloudshare	Idea Corral Part I: Connectors & Mavens – presentations from SpringBoard West Innovations, U of S W Wilson Centre, U of Regina, MITACS, NSERC	
10:30 -11:00	Break		Part II: Initial Collisions – converting ideas into action, guided by Dr. Bill & Sue Brooks	
11:00 -12:15	The booze cruise: the reduction of impaired driving using a video game, Jim Parker, University of Calgary	Design for the mobile environment, Mike Wood, Motorola		
12:15 -13:30	Lunch - Birds of a Feather format			
13:30 -15:00	<b>Keynote – Interactive media at Microsoft, John Bristowe, Microsoft</b> <b>Closing remarks – Jeremy Morgan, Saskatchewan Arts Board</b> <b>Wrap up and door prizes</b>			