

## 10 NOVEMBER SCHEDULE

### BOG.ECOSYSTEM

**Description:** BOG.Ecosystem is our plenary session where we bring together all our best speakers to talk about the future of gaming and where Africa fits into the entire gaming ecosystem.

**Audience profile:** Game Designers, Programmers, Artists, Modelers, Game Animators, Sound Artists, Level Designers, Publishers, Distributer, Promoters, Banks, investors, Venture Capitalists, business developers, esports entrepreneurs, game developers, government officials, trade associations, media, large corporates, marketers, branded games, investors, media, esports professionals, branded game developers, sponsors

**Agenda:**

#### 11h00 WELCOME AND OPENING

#### 11h05 Future of Gaming, Where does Africa fit into the gaming ecosystem?



**Rene Schulte**  
Valorem Research Director | Microsoft RD & MVP | Keynote Speaker | Developer | Thought Leader | Digital Content Creator | Spatial Computing | Quantum Computing | AI



**Chester King**  
Board VP/CEO, Global Esports Federation/British



**Ebrahim Patel**  
Head of Future Markets, RMB

### GAME.MAKERS

**Description:** Game.Makers is for all the people who make games. We'll be covering new topics such as metaverses, time management, market data, motion capture, game design and utilizing game engines for more than just games.

**Audience profile:**

Game Designers, Programmers, Artists, Modelers, Game Animators, Sound Artists, Level Designers, Publishers, Distributer, Promoters

**Agenda:**

#### 12h00 Panel - xbox games studios: best practices for providing external development services globally



**Adrien Cho**  
Outsource & Vendor Manager, 343 Industries



**Chris Naves**  
Lead Art Outsource Manager, Obsidian Entertainment



**Sam Carlisle**  
Senior Program Manager, Xbox Game Studios

Moderator: Esteban Lora, Director, External Technology and Suppliers. Xbox Game Studios

#### 12h45 Presentation - Delivering seamless multiplayer experiences globally with game servers.



**Mark Mandel**  
Developer Advocate, Google Cloud for Games

#### 13h15 Presentation - The Metrics and Dynamics of testing games



**Paul Dobson**  
COO, Game Tester PTY Ltd

#### 13h45 Presentation - Culturalization The Key To Creating Personalized Experiences for multiple markets



**Kate Edwards**  
CEO, Geogrify

#### 14h15 Panel - How African Companies Can Gear Up For The Metaverse (Web 3.0)



**Mik Adler**  
Chief Marketing Officer, FuseBox



**Jo Eyre**  
Global Marketing & Communications Lead, Epic Games | PhD candidate: workplace collaboration in the metaverse



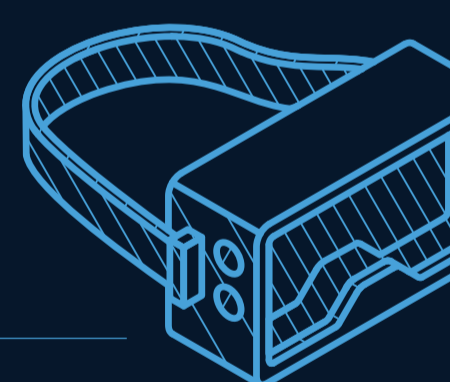
**Brent Alexander**  
Chief Creative Officer, CraftVR

Moderator: Ebrahim Patel, Head of Future Markets, RMB

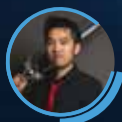
#### 14h45 Panel - The future of Computing with Spatial Computing and Quantum Computing



**Rene Schulte**  
Valorem Research Director | Microsoft RD & MVP | Keynote Speaker | Developer | Thought Leader | Digital Content Creator | Spatial Computing | Quantum Computing | AI



**15h15** Presentation - AI in Gaming Using AI to help understand players and player understand the game



**Tian Ding**  
Lead Data Scientist, Activision/Blizzard

**16h00** Panel - The Creative Process Designing Games With the players' thinking in mind



**Celia Hodent**  
Cognitive Scientist and UX Expert [Fortnite]



**Fawzi Mesmar**  
Head of Design, DICE (EA Digital Illusions CE AB)



**Abigail Rindo**  
Associate Director- Narrative Design, King

**17h00** BOG Connect: Publish Indie Games Straight to XBOX Live with ID@XBOX



**Guy Richards**  
Senior Strategic Partner Manager, Microsoft Gaming Partnerships & Development (Business Development Org)

**11 NOVEMBER** SCHEDULE

**FUNDING.UNLOCKED**

**Description:** Funding.Unlocked is for everyone who needs funding or a little helping hand to get their projects off the ground. We'll be setting some goals for the African market, talking about the importance of reputation, growing an audience and assessing Africa as a gaming investment.

**Audience profile:** Banks, investors, Venture Capitalists, business developers, esports entrepreneurs, game developers, government officials, trade associations, and pretty much the entire gaming ecosystem.

**Agenda:**

**12h00** Presentation - Funding for Creative Industries



**Bhavanesh Parbhoo**  
Digital Media Funding Specialist, Industrial Development Corporation

**12h30** Panel - Growing your audience, your first investors



**Justin Warden**  
Co-founder and COO, Ader | Forbes 30 Under 30 | Disney Accelerator 2016



**James Gallagher**  
Senior Social Media Manager | Keywords Studios



**Florian Pabst**  
Partnership Manager | Game Influencer

**13h15** Panel - Modern Economics In The Gaming World Investing In Crypto, NFT's and Behavioral Banking in the Metaverse, With Crypto and NFT advice from Luno



**Jean Rossouw**  
Head: Financial Education, Capitec



**Ebrahim Patel**  
Head of Future Markets, RMB



**Neil Pretorius**  
Data Science Lead | Luno

**CORPORATES.BRANDS**

**Description:** Corporates.Brands is our session for all the brands and large corporations who want to enter the gaming space, but don't quite know where to start and how to get started. This track is heavily brand and marketing related.

**Audience profile:** large corporates, marketers, branded games, investors, media, esports professionals, branded game developers, sponsors

**Agenda:**

**14h00** Panel - Branded Gaming The Secret to creating exciting brand experiences through gaming



**Glenn Gillis**  
CEO, Sea Monster Entertainment



**Jean Rossouw**  
Head: Financial Education, Capitec



**Jay Thompson**  
Venture Investor Co-founder

**14h45** Presentation - Be The Entertainment , Not The Interruption



**Mark Bassett**  
Senior Director, Strategy & Business Development, Branded Entertainment Network

**15h15** Co-Presentation - How To Upfluence Your Brand With Influencers



**Alex Curry**  
Influencer Marketing Strategist, Upfluence



**Jérôme Cossavella**  
Executive Partner, Upfluence

**\*subject to change**

**15h45** Talk - Diversity in Gaming: Opportunities for the ecosystem with more diverse audiences



**Johana Riquier**  
Founder Gamerging Consulting |  
Co-Director ItIsTheEnd MENA FZ LLC |  
Host & Digital Content Creator



**Cholwe Shabukali**  
Managing Director, Team  
Gematrix

**12 NOVEMBER** SCHEDULE

 **ESPORTS.MEDIA**

**Description:** Esports.Media is the track dedicated to esports. This year, we are exploring Africa's growth factors, giving brands knowledge on entering the industry authentically, setting industry standards, advice on budgeting, recruitment, coaching and media.

**Audience profile:** Tournament organizers, Esports Players, Team Managers, Team Coach's, Sponsors, Shout-Casters, Media Crews, Promoters, Set builders and Technicians:

**Agenda:**

**11h00** DAY 3 WELCOME

**11h05** Keynote - Exploring Esport's Growth Factors in Africa Platform, Community, Teams, Tournaments, and investment



**Chester King**  
Board VP/CEO, Global  
Federation/British

**11h30** Presentation - Entering Esports Industry Authentically as a brand in the space



**Philip Wride**  
CEO, Cheesecake Digital

**12h00** Presentation - Talent Spotting, Building the perfect team



**Tristan Bessousa**  
CTO & Founder, Seek Team

**12h30** Panel - Player Welfare The Wholistic Approach To Player Welfare and Coaching



**Caitlin McGee**  
Doctor of Physical Therapy - Esports PT,  
1HP Gaming

**13h00** END OF CONFERENCE

