



September 15 - September 18, 2009
 Austin, Texas
 Austin Convention Center

Session	Speaker(s)	Day	Start	End	Room
The Rise of Premium Flash Games	Daniel Cook	Wed	9:30 AM	10:30 AM	Room 16B
Out of the box(ed product) thinking for an Online Age	Jeff Hickman	Wed	11:00 AM	12:00 PM	Room 18CD
Flash Multiplayer-Action Case Study: The BATTLE Series	Corey Bridges	Wed	1:30 PM	2:30 PM	Room 18CD
Facebook: Is the Cake a Lie?	Blake Commagere	Wed	3:00 PM	4:00 PM	Room 17A
Funding Fundamentals: How to Raise Capital	Keith Lee, Corey Bridges, Brandon Beck and Scott Dodson	Wed	4:30 PM	5:30 PM	Room 19AB
Next Phase of Casual Games: How to Make the Free-To-Play Model Work for You	Craig Sherman	Thu	11:00 AM	12:00 PM	Room 19AB
Conversion Technologies: Design and Implementation Strategies for Expanding Profitability of Online Games	Rick Buonincontri, Matthew Hannus and Matthew Shaw	Thu	3:00 PM	4:00 PM	Room 15
EVE Online's Player Elected Council Case Study	Petur Johannes Oskarsson	Thu	4:30 PM	5:30 PM	Room 18CD
Trading Card Games: Designing for a Decade with Resource Cards and a Color Pie	Scott Martins and Andrea Shubert	Thu	4:30 PM	5:30 PM	Room 17A
A New Social Era for Games: How Your Friends Are Changing the Way the World Plays Games	Sebastien de Halleux	Fri	9:30 AM	10:30 AM	Ballroom D
Lessons Learned Building Multi-Threaded Servers	Keith Thompson	Fri	11:00 AM	12:00 PM	Room 15
Games are Math: 10 Core Mechanics That Drive Compelling Gameplay	Raph Koster	Fri	1:30 PM	2:30 PM	Room 19AB
Where Agile Falls Apart	Rich Vogel	Fri	4:30 PM	5:30 PM	Room 18CD