







































8-10 July 2025



Develop: Brighton

Insight: Inspiration: Networking

Tuesday 8 July

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
9:45-10:45	 Keynote The Spirit of Adventure – Bringing Indiana Jones Back to Gaming Jens Andersson & Pete Ward, MachineGames Host: Kate Edwards, Geogriph / SetJetters (Room 1)				 Games Edu: Day Welcome: State of the Nation, Education and Industry Opportunities Hosts: Laurence Oldham Frontier Developments Dr Tom Cole Uni of Greenwich	
10:45-11:00	Coffee Break					Free Roundtable Sessions
11:00-11:45	 Designing Together: The Power of Collaborative Game Design on Monument Valley 3 Xu He ustwo games	 Mobile: Day Leading New Frontiers in Mobile Charmie Kim Supercell Felicity Gracie-Herst Trailmix Games Host: Neil Long mobilegamer.biz	 Superpowers in Diversity: Managing Mental Health and Neurodiverse Teams for Success Katherine Mould Keywords Studios	 From Constraints to Creativity: The Art and Science of Procedural Level Design John Campbell Triangular Pixels	 An Unreal Future: Foundations for Student Success James Butcher Epic Games	 Develop: FTUE (First Time User Experience) Jazeena McCallum Freelancer
11:45-12:00	Break					
12:00-12:45	 43 Essential Game Dev Tips That are Immutably Correct and Must Never Be Disputed by Anyone Ever At Any Time Paul Kilduff-Taylor Mode 7	 Mobile Gaming in 2025: What Can We Expect Based on Data? Mariusz Gasiewski Google	 Social Media and Vertical Video: Catching Attention in Seconds Imogen Mellor YRS TRULY	 Why Cultural Recognition is Crucial to the Future of the Games Industry Host: Luke Hebblethwaite BAFTA	 Workshop: Opportunities and Challenges Facilitators: Laurence Oldham Frontier Developments Dr Tom Cole Uni of Greenwich	 Burnout! How to Spot It and Put Out the Fire Danni GT Danni GT Coaching
12:45-14:00	Lunch					
14:00-14:45	 How to Raise Games Investment in 2025 Oliver Heins Aonic Craig Chapple PocketGamer.biz	 Captivating Player Experiences: Merging Sound and Narrative in Mobile Game Development Sam Hughes Metacore	 Games Accessibility: 6 Tips from Concept to Postlaunch Cameron Akitt Sony Interactive Entertainment	 Beyond the Logo: Rethinking Game Branding to Keep Pace with a Rapidly Evolving Marketplace Matt Redway Sony Interactive Entertainment	 Industry-Ready Graduates: Bridging the Gap Between Game Education and Studio Expectations Matt Wilson The Game Assembly	 Representation in Games: Beyond the Surface Lydia Cooke University of Brighton
14:45-15:00	Break					
15:00-15:45	 Murder She... Modularized? Authored Narrative in a Proc-Gen World Stark Holborn ColePowered	 Raising Your Game: How to Achieve Console-Like Experiences on Mobile Ian Bolton Arm	 Product / Market Fit – What Does it Mean and How Do We Achieve it? Martin Wein GameFlex Consultants	 Good Vibes Only - A Producer's Guide to Successful Collaborations in Game Dev Melissa 'Mj' Lewis Kepler Interactive	 Workshop: Solutions Facilitators: Laurence Oldham Frontier Developments Dr Tom Cole Uni of Greenwich	 Going Global – How to Maximise Your Sales Overseas Sam Collins Ukie
15:45-16:00	Coffee Break					
16:00-16:45	 You're Probably Leaving Money on the Table - How Best to Leverage Your Back Catalogue of Titles Callum Underwood IndieBI / Uwu Biz	 From Inspiration to Innovation: How We Built on a Legendary IP Zbigniew Woznowski Reality Games	 Meme Your Way to Success Zhong Hu Twin Atlas	 Cut an NPC and Your Whole World Bleeds: The Importance of the Ephemeral in Interactive Storytelling Amy-Leigh Shaw Sweet Baby	 Practical Solutions Panel: Insights from the Experts Host: Dr Tom Cole Uni of Greenwich	 Getting Girls into Game Development - Starting Early Katherine Rowlandson Kippie
16:45-17:00	Break					
17:00-17:45	 Designing in the Co-Development World Hal Sandbach d3t	 Beyond The Banner. Rethinking Monetisation - It's in the Game Kristan Rivers AdInMo	 The Ouroboros Express - A Postmortem Najmah Salam Small Loan Studio	 PowerWash Simulator: A Deep and Dirty Tech Dive Peter Hansen FuturLab	 Workshop: Solutions Round-up Facilitators: Laurence Oldham Frontier Developments Dr Tom Cole Uni of Greenwich	 The Funding Gap: What Developers & Funders Need to Know Matt Spall & Dr Gina Jackson Pitchify
18:00	Icebreaker in the Metropole Bar					


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