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**<br>**The Spirit of Adventure – Bringing Indiana Jones Back to Gaming**<br>Jens Andersson & Pete Ward, MachineGames<br>Host: Kate Edwards, Geogrify / SetJetters<br>(Room 1) | | | | Games Edu:Day<br>**Welcome: State of the Nation, Education and Industry Opportunities**<br>Hosts:<br>Laurence Oldham<br>Frontier Developments<br>Dr Tom Cole<br>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**<br>Xu He<br>ustwo games | Mobile:Day<br>**Leading New Frontiers in Mobile**<br>Charmie Kim<br>Supercell<br>Felicity Gracie-Herst<br>Trailmix Games<br>Host: Neil Long<br>mobilegamer.biz | **Superpowers in Diversity: Managing Mental Health and Neurodiverse Teams for Success**<br>Katherine Mould<br>Keywords Studios | **From Constraints to Creativity: The Art and Science of Procedural Level Design**<br>John Campbell<br>Triangular Pixels | **An Unreal Future: Foundations for Student Success**<br>James Butcher<br>Epic Games | **Develop: FTUE (First Time User Experience)**<br>Jazeena McCallum<br>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**<br>Paul Kilduff-Taylor<br>Mode 7 | **Mobile Gaming in 2025: What Can We Expect Based on Data?**<br>Mariusz Gasiewski<br>Google | **Social Media and Vertical Video: Catching Attention in Seconds**<br>Imogen Mellor<br>YRS TRULY | **Why Cultural Recognition is Crucial to the Future of the Games Industry**<br>Host:<br>Luke Hebblethwaite<br>BAFTA | **Workshop: Opportunities and Challenges**<br>Facilitators:<br>Laurence Oldham<br>Frontier Developments<br>Dr Tom Cole<br>Uni of Greenwich | **Burnout! How to Spot It and Put Out the Fire**<br>Danni GT<br>Danni GT Coaching |
| 12:45-14:00 | Lunch | | | | | |
| 14:00-14:45 | **How to Raise Games Investment in 2025**<br>Olliver Heins<br>Aonic<br>Craig Chapple<br>PocketGamer.biz | **Captivating Player Experiences: Merging Sound and Narrative in Mobile Game Development**<br>Sam Hughes<br>Metacore | **Games Accessibility: 6 Tips from Concept to Postlaunch**<br>Cameron Akitt<br>Sony Interactive Entertainment | **Beyond the Logo: Rethinking Game Branding to Keep Pace with a Rapidly Evolving Marketplace**<br>Matt Redway<br>Sony Interactive Entertainment | **Industry-Ready Graduates: Bridging the Gap Between Game Education and Studio Expectations**<br>Matt Wilson<br>The Game Assembly | **Representation in Games: Beyond the Surface**<br>Lydia Cooke<br>University of Brighton |
| 14:45-15:00 | Break | | | | | |
| 15:00-15:45 | **Murder She... Modularized? Authored Narrative in a Proc-Gen World**<br>Stark Holborn<br>ColePowered | **Raising Your Game: How to Achieve Console-Like Experiences on Mobile**<br>Ian Bolton<br>Arm | **Product / Market Fit – What Does it Mean and How Do We Achieve it?**<br>Martin Wein<br>GameFlex Consultants | **Good Vibes Only - A Producer's Guide to Successful Collaborations in Game Dev**<br>Melissa 'Mj' Lewis<br>Kepler Interactive | **Workshop: Solutions**<br>Facilitators:<br>Laurence Oldham<br>Frontier Developments<br>Dr Tom Cole<br>Uni of Greenwich | **Going Global – How to Maximise Your Sales Overseas**<br>Sam Collins<br>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**<br>Callum Underwood<br>IndieBI / Uwu Biz | **From Inspiration to Innovation: How We Built on a Legendary IP**<br>Zbigniew Woznowski<br>Reality Games | **Meme Your Way to Success**<br>Zhong Hu<br>Twin Atlas | **Cut an NPC and Your Whole World Bleeds: The Importance of the Ephemeral in Interactive Storytelling**<br>Amy-Leigh Shaw<br>Sweet Baby | **Practical Solutions Panel: Insights from the Experts**<br>Host:<br>Dr Tom Cole<br>Uni of Greenwich | **Getting Girls into Game Development - Starting Early**<br>Katherine Rowlandson<br>Kippie |
| 16:45-17:00 | Break | | | | | |
| 17:00-17:45 | **Designing in the Co-Development World**<br>Hal Sandbach<br>d3t | **Beyond The Banner. Rethinking Monetisation - It's in the Game**<br>Kristan Rivers<br>AdInMo | **The Ouroboros Express - A Postmortem**<br>Najmah Salam<br>Small Loan Studio | **PowerWash Simulator: A Deep and Dirty Tech Dive**<br>Peter Hansen<br>FuturLab | **Workshop: Solutions Round-up**<br>Facilitators:<br>Laurence Oldham<br>Frontier Developments<br>Dr Tom Cole<br>Uni of Greenwich | **The Funding Gap: What Developers & Funders Need to Know**<br>Matt Spall &<br>Dr Gina Jackson<br>Pitchify |
| 18:00 | Icebreaker in the Metropole Bar | | | | | |

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## Wednesday 9 July

| | Room 1 | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 |
|---|---|---|---|---|---|---|---|
| 9:45-10:45 | **Keynote**<br>**Remedy's Sam Lake: 30 Years of Storytelling**<br>Sam Lake, Remedy Entertainment<br>Host: Sam Loveridge, Games Radar<br>(Room 1) | | | | Performance:Day<br>10:00-10:45<br>**VO:ICE: A Voice Over: Insights into Client Expectations**<br>James Stant<br>Frontier Developments | | |
| 10:45-11:00 | **Coffee Break** | | | | | **Free Roundtable Sessions** | **Free Sessions** |
| 11:00-11:45 | **30 years of Change - Now and Then**<br>Ilari Kuittinen<br>Housemarque | **Cardboard, Clay, Fabric and Green Screens: Exploring Craft Mediums in Game Art**<br>Claire Morwood<br>Indie Artist | **Growth in Progress: Harnessing AI to make your game feel ALIVE!**<br>Marlon Fussell<br>Martian Lawyers Club | **Productive & Pragmatic Prototype Programming**<br>Andrew Fray<br>Studio Enso | **Approaching Intimacy in Video Games - Intimacy Coordination to Enhance Storytelling**<br>Host: Josh Weeden<br>PitStop Productions | **Develop: FTUE (First Time User Experience)**<br>Jazeena McCallum<br>Freelancer | **WorkWise for Screen: Fair Play at Work**<br>Host: Jonas Gawe<br>Limit Break Mentorship |
| 11:45-12:00 | **Break** | | | | | | |
| 12:00-12:45 | **Panel: Which Indie Game Genres are Hot in 2025?**<br>Host: Sam Roberts<br>GamesIndustry.biz | **From Outreach to Impact: Leveraging Influencers in Games Marketing**<br>Dennis Quaisser<br>Pixel Maniacs<br>Beth Wain<br>Freelancer | **Micro Crowdfunding: Lessons from 20 Successful Kickstarters**<br>Robert Hewson<br>Huey Games | **Player Emotional Design**<br>Francesca Foffano<br>University of York | **Finding Your Path: The Road from Actor to CEO**<br>Abubakar Salim<br>Surgent Studios<br>Host: Inel Tomlinson, Actor, Comedian, Presenter | **Why Can't I Switch Off? Identifying and Managing Absence Anxiety**<br>Em Aspinall<br>Safe In Our World | **Bridging the Many World Representations in Video Games**<br>Steve Ewart<br>Havok |
| 12:45-14:00 | **Lunch** | | | | | | |
| 14:00-14:45 | **The Rise and Fall of The Flame in Marvel's Spider-Man 2**<br>Donald Barrett<br>Insomniac Games | **Painting 2D Like it's 3D: How and When to as a Concept Artist**<br>Ash Kerins<br>Concept Artist & Illustrator | **Now Do it Again, But Better - Building on the Success of Fights in Tight Spaces**<br>James Vigor<br>Ground Shatter | **Breaking the Cycle: Our Journey from the Streets to Game Development**<br>Shereen Fares<br>Ragdoll Games | **Screaming Between the Lines: Getting Specific About Performing Efforts and Vocal Combat**<br>Natalie Winter<br>Actor & Director | **Being and Supporting LGBTQ+ in the Industry in 2025**<br>Elli Shapiro & James Dodd<br>Out Making Games | **Unlocking Funding: Key Strategies for Thriving in Today's Challenging Investment Market**<br>Host: Pamina Bou<br>Factortech |
| 14:45-15:00 | **Break** | | | | | | |
| 15:00-15:45 | **Paper Prototyping: Mechanic-Driven Design in Paper Trail**<br>Henry Hoffman<br>Newfangled Games | **Understanding and Modifying the Colour Pipeline in Unreal**<br>Ali Cormack<br>Studio Gobo | **Reimagining Economics: Sustainability and the Future of Games**<br>Jennifer Estaris<br>Monument Valley 3 | **Unlocking Game Data @ Koffeecup**<br>Stanley Wang<br>Koffeecup | **Keynote**<br>**Performance in Games: From Data to Drama**<br>Jane Perry<br>Actor | **Empowering Women's Health in the Workplace: Breaking Barriers and Building Support**<br>Silvana Greenfield<br>SG Coaching | **Cultivating a Loyal Fanbase: Marketing Farming Simulator**<br>Martin Rabl<br>GIANTS Software |
| 15:45-16:00 | **Coffee Break** | | | | | | |
| 16:00-16:45 | **The Indie Edge: Attracting Talent When You're Not AAA**<br>Joe Burridge<br>Play Ventures | **Piracy and Anti-Piracy**<br>Anonymous<br>Roosens | **No Limits: Why Accessibility FOR ALL Starts with the Developers**<br>Mikey Starovoytov<br>3D Artist | **Anti-Social Media? Why the Humble Newsletter is Your Studio's Most Powerful Channel in 2025**<br>Jamin Smith<br>Pantaloon | **Casting Panel - Standing Out for the Right Reasons**<br>Host: David Monteith | **Game Developers as Role Models: Shaping the Future of the Industry**<br>Diana McRae<br>Freelance Game Designer | **Unreal Engine UI Optimisations Using Materials**<br>Daniel Janak<br>Virtuos |
| 16:45-17:00 | **Break** | | | | | | |
| 17:00-17:45 | **AI Ethics Within Game Development**<br>Jonty Cowan<br>Wiggin | **How to Design and Build Killer Game UI**<br>Ross Plaskow & Gordon Hayes<br>Rive | **Leading a Coding Team with Imposter Syndrome**<br>Kirsty Fraser<br>Third Kind Games | **Lightning Lessons in LiveOps Planning**<br>Ella Romanos & Oscar Clark<br>Arcanix | **Performance Production Panel - How to be an Actor We Love**<br>Host: Susie Valerio<br>Voice Actor & Casting Director | **Backlash - The Real Cost of Diversity and Inclusion**<br>Alan Fianko & Annabel Ashalley-Anthony<br>Melanin Gamers | **Raise the Game: Building an Industry Where Everyone Can Play**<br>Samantha Ebelthite<br>Amplified Games |
| 19:00 | Develop:Star Awards<br>Brighton Dome<br>Headline Sponsor<br>UNREAL ENGINE<br>www.developconference.com/awards | | | | | | |

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## Thursday 10 July

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|---|---|---|---|---|---|---|---|
| 10:00-11:00 | **Keynote**<br>**Build What You Have: Rethinking Studio Sustainability in 2025**<br>Tara Mustapha, Code Coven<br>(Room 1) | | | | Audio:Day<br>10:00-10:15<br>**Audio Track Welcome & Introduction**<br>10:15-11:00<br>**Finding an Angle: How to Boost Your Audio Creativity and Originality**<br>Suddi Raval<br>Spliced | | |
| 11:00 - 11:15 | **Coffee Break** | | | | | **Free Roundtable Sessions** | **Free Indie Bootcamp** |
| 11:15 - 12:00 | **Building Communities That Run Themselves**<br>Emma Bodie-Smith<br>Playstack | **GrApHiC dEsIGN iS mY pAsSiOn: What Do 2D Artists Do On 3D Games?**<br>Ellen Elliott-Brown<br>2D/UI Artist | **Revolutionising Team Building: Gamification and Behavioural Insights for Remote Teams**<br>Chiara Santevecchi<br>Teem Camp | **What Game Designers Can Learn from Cognitive Psychology**<br>Roy Caseley<br>University of the Arts London | **Reading Between the Lines: Integration of Sound, Narrative and Design into Dialogue**<br>Paola Velasquez<br>Sony Interactive Entertainment | **Mentorship Matters: How Limit Break is Levelling Up Careers in Games**<br>Jonas Gawe & Anisa Sanusi<br>Limit Break Mentorship | **Playing The Long Game: How Composers Can Build Sustainable Careers**<br>Graham Best<br>PRS for Music<br>ACY<br>Composer<br>Nainita Desai<br>Composer |
| 12:00 - 12:15 | **Break** | | | | | | |
| 12:15 - 13:00 | **Being a Leader in Game Development: Set Yourself Up for Failure or Success**<br>Liudmila Siachko<br>Wargaming | **Can't We All Just Get Along: How Marketing & Production Can (and Must) Work Together**<br>Tom Knight & Julia Spinola<br>Fireshine Games | **How VIDEOVERSE Successfully Delivers Several Emotional Gut Punches**<br>Lucy Blundell<br>Kinmoku | **Unreal Engine: Five Important Lessons**<br>Keith Judge<br>Tanglewood Games | **LEGO Horizon Adventures in Sound Design**<br>Host: Peter Hanson<br>Sony Interactive Entertainment | **The Adaptive Leader: Navigating Uncertainty**<br>Ros Chisholm<br>BadBear Games CIC | **A Guide to Revealing Your Unannounced Game**<br>Ben Joy<br>Etch |
| 13:00 - 14:00 | **Lunch** | | | | | | |
| 14:00 - 14:45 | **Co-Op Mode: Mastering Co-Development as a Producer**<br>Alix Taylor-Searle<br>Third Kind Games | **The Invisible Narrative: Storytelling in "Gameplay-Focused" Games**<br>Franciska Csongrady<br>Criterion | **Earning Gamers Attention: A Deep Dive into the Marketing Creative For Still Wakes The Deep**<br>Host: Daan Hendriks<br>The Chinese Room | **Moving from Unity to Unreal: An Indie Studio's Perspective**<br>Stephanie Bazeley<br>Team Junkfish | **Making The Lives of Audio Designers Easier in Hellblade 2: Senua's Saga**<br>Siddhant Ravi<br>Ninja Theory | **The Art of Feedback**<br>Estelle Bailly<br>Coaching with Estelle | **I Did Survive 'til 25 Now What? A Start-up Retrospective**<br>Nicola Strina<br>Blink Games |
| 14:45 - 15:00 | **Break** | | | | | | |
| 15:00 - 15:45 | **Animating Complex Emotions: Bringing Authenticity to Character Performance**<br>Eoin Loughrey & Sole Gonzalez Romero<br>Super Spline Studios | **Zero to Fun: "Vibe Code" Games Together (non-coder friendly!) Part 1**<br>Tyson Roberts<br>Google DeepMind | **Narrative VR and Its Bright Future (we all hope)**<br>Christopher Morrison<br>Reality+ | **Aero Astro Arts - Creating Games Lightyears Ahead**<br>Mark Fraser<br>Aero Astro Arts | **Optimising the Music Commissioning and Creation Process for Games**<br>Kenny Young<br>Audbod | **The Rollercoaster Ride of Being Made Redundant**<br>Emma Varjo<br>Independent Consultant | **Indies, Please Don't Prematurely Launch Your Game**<br>Shawn Alexander Allen<br>NuChallenger |
| 15:45 - 16:00 | **Coffee Break** | | | | | | |
| 16:00 - 16:45 | **VR Pipeline Essentials: Avoiding Pitfalls and Maximising the Immersive Experience**<br>Jamie Denham & Soheil Salehinia<br>Sliced Bread Animation | **Zero to Fun: "Vibe Code" Games Together (non-coder friendly!) Part 2**<br>Tyson Roberts<br>Google DeepMind | **Hierarchical Kinematic Path Planning for Vehicles in Open Terrain**<br>David Partouche<br>The Multiplayer Group | **UI That Grows With You: The Art of Future-Proofing your Game's Interface**<br>Agnes Kasilovska & Sam Thompson<br>Dead Nice Studio | **Behind the Sounds of Star Wars Outlaws**<br>Jacob Coles & Martin Weissberg<br>Massive Entertainment - a Ubisoft Studio | **User Interface Design Roundtable**<br>Henry A Ryder<br>Warner Brothers Games - Odyssey | **Phoenix Indies: Rising from Redundancy**<br>Yasmina Fadel<br>Maximalist |
| 16:45 - 17:00 | **Break** | | | | | | |
| 17:00 - 17:45 | **The Final Countdown & Indie Showcase Winners Announced**<br>Co-hosts:<br>Stevie Ward, Future Publishing<br>Jon Torrens, Communications Coach<br>Everyone welcome!<br>(Room 1) | | | | **20 Years of Forza Motorsport - An Audio Retrospective**<br>Nick Wiswell<br>Turn 10 Studios | | |
| 17:45 - 18:30 | | | | | **Open Mic 2025**<br>Host: Matthew Florianz<br>Frontier Developments | | |
| 18:30 | **End of Conference Drinks in the Metropole Bar** | | | | | | |