

Press Release

Festival of Games Conference Introduces New and Innovative Format

Ian Livingstone to Speak at 2010 Conference

UTRECHT, January 29, 2010 – The NLGD Foundation today announced that the sixth edition of the Festival of Games Conference is breaking the rules of its conventional format. Traditional hourly panels and lectures will be accompanied by 15-minute speed-sessions. With 24 speed-sessions a day, every visitor will find a particular session of interest.

The general idea of the Games Conference has also been modified. Instead of inviting authors, analysts and researchers, the Conference of 2010 will host key people responsible for the development and publishing of the most successful games and services. The conference program is being set up in joint cooperation with the team from the Dutch developers' magazine Control.

Control Magazine Publisher Matthijs Dierckx-Kuijper said, "The decision makers from the industry are looking to learn from the successes and mistakes of others. Getting the stories straight from the people who have already learned how to be successful is a huge benefit for the attendees."

Chairman of the Festival of Games, Seth van der Meer said, "After five conferences, we've reviewed the current needs of the games industry and we know that 2010 requires knowledge that easily translates into short-term results. Thus, the Festival of Games is attracting entrepreneurs and pioneers that have been responsible for making the industry flourish."

The organizers are not unveiling the names of the four keynote speakers yet. According to Control's Editor in Chief Eric Bartelson, "The first keynote speaker is one with a remarkable reputation. This isn't just true of his past achievements, but especially because of his plans for 2010."

Bartelson does announce Sir Ian Livingstone, speaking at the Festival. «This man is responsible for the worldwide success of Lara Croft and the rise of Eidos. Now that he finalised a mega deal with a Japanese publisher, Livingstone will share his life's story in the games industry. Personally, I cannot wait to see him!

About the Festival of Games

The Festival of Games is a combination of several game-related events, aimed at developers, publishers and investors in the gaming industry. The conference happens alongside an international matchmaking event, an exposition, a career fair and a section where up and coming talent can show their skills.

The program for this year has been created in co-operation with Control, the magazine for the games industry in the Netherlands. Publisher Matthijs Dierckx-Kuijper and Editor-in-Chief Eric Bartelson are responsible for the impressive list of speakers who will attend.

The Festival of Games takes place June 3-4, at the Jaarbeurs in Utrecht. It is organized by the NLGD Foundation and is made possible by the ministry of Economic Affairs, the province of Utrecht and the city of Utrecht. For more information, please visit: www.festivalofgames.org

