

November 23 Lecture Hall

Sponsored By Xsolla 

- 09:00 - 10:30 Welcome Coffee**
Moloco
- 10:30 - 10:35 Welcome to WN Tel Aviv!**
Pavel Ryaykkonen
CEO & Founder, WN Media Group
- 10:35 - 11:00 Gaming at the Forefront of Entertainment**
Assaf Sagy
Head of Global Gaming, TikTok
- 11:00 - 11:30 Global Perspectives: Trends, Insights and Deals from the Trenches**
John Goodale
Principal, VTP
- 11:30 - 12:00 Age of Privacy: International Standards You Can't Ignore to Monetize Globally**
Elvira Rybina
Head of In-app Publishers Scaling Group, Yandex Ads
- 12:00 - 13:00 Designing Games for Maximum Monetization**
Ted Verani, Roy Tzayag, Boris Burangulov, Nitsan Stolberg
- 13:00 - 14:00 Lunch Break**
- 14:00 - 15:00 Game Funding and M&A in 2023**
Elad Ayzen, Eitan Reisel, Chen Leshez, Kevin Baxpehler, Tomer Miles, Roy Meiom
- 15:00 - 15:30 Acing In-Game Advertising: Taking Tennis Clash to the Next Level**
Lev Kommisarchik, Barak Shaked
- 15:30 - 16:00 Video Game Distribution and Monetization: How to Connect Directly with Your Players**
Andrey Kalugin
MEA Regional Director, Xsolla
- 16:00 - 16:30 Industry Evolution — How It Is Changing and towards Where It Is Evolving**
Alvaro Zapatero, Gabriel Oltarz
- 16:30 - 17:00 Data Clean Rooms: How to Be Ahead of the Game in the Era of Privacy**
Edik Mitelman
GM, Privacy Cloud, AppsFlyer
- 17:00 - 18:00 Women Entrepreneurs in the Israeli Gaming Industry**
Shanny Goldschmid, Meytal Bondi, Alina Colton, Tal Rapoport, Yael Tebouille

November 23 Roundtables Hall

- 15:30 - 17:00 Rules of the Game: Regulatory Trends in the Game Industry**
Ido Manor
Partner, Technology & Regulation — Head of Social & Real Money Gaming, Herzog
- 15:30 - 17:00 Creative Management**
Eugen Sudak
COO, Delta Vision Games
- 15:30 - 17:00 Current and Upcoming Management Challenges 2022-2023. Make sure to register in advance**
Marina Lopatina
Business Development Director, WN Media Group
- 15:30 - 17:00 Rethinking Your Gaming Monetization Strategy with Fashion Content. Make sure to register in advance**
Rinat Homossany Perry
Head of Fashion, Gaming & Web3, Nak3d
- 15:30 - 17:00 Opportunities for Israeli Indie Developers**
Guy Ben-dov
Chairman, GameIS
- 15:30 - 17:00 What's Tomorrow's EU Hub to Scale Up Your Tech Company? Make sure to register in advance**
George Campanellas, Stephanie Panayi

November 24 Lecture Hall

Sponsored By Xsolla 

- 09:30 - 10:30 Welcome Coffee**
Moloco
- 10:30 - 11:00 Increasing Game Retention through Player Sentiment Analysis**
Itamar Rogel, Muriel Goldstein
- 11:00 - 11:30 A Framework for Valuing a Mobile Gaming Studio**
Martin Macmillan
CEO, Pollen VC
- 11:30 - 12:30 Working with Creators at Scale: High-Performing UGC for Paid User Acquisition**
Joseph Flesh, Liraz Dvora, Or Shatz, Gal Moalem, Jacob Swirtz
- 12:30 - 13:00 Find the “X”: the Ad Quality Index that Keeps Your Players Happy and Revenue Growing**
David Hundia
Sales Manager, EMEA, Digital Turbine
- 13:00 - 14:00 Lunch Break**
- 14:00 - 14:30 Nobody Wants Your Game — Now What?**
Mehdi Benkirane, John Henley, Diego Ricchiuti
- 14:30 - 15:00 Creative Studio: Stories from Our Data-Drive Creative Process**
Justin Nield
Manager, Brand Creative, Liftoff
- 15:00 - 15:30 Decoding Creatives: Balancing What's Changed with What Hasn't**
Dan Greenberg
Chief Creative Officer, ironSource
- 15:30 - 16:30 Web3 Game Experience — How to Onboard Web2 Players and Retain Their Motivation?**
Tsahi Liberman, Tomer Warschauer Nuni, Rinat Homossany Perry, Oren Langberg
- 16:30 - 17:00 Most Data Stacks Aren't Fit for Purpose: The World's Worst Kept Secret**
Amos Gutman
Senior Solutions Architect, DoubleCloud

November 24 Roundtables Hall

- 15:30 - 17:00 Early Stage Funding 101: How to Get the Most of Your First Time**
Andrei Podoprigora
Venture Partner, The Games Fund
- 15:30 - 17:00 Games + Bloggers = ♥. How to Get the Most out of Influencer Marketing in 2023?**
Tanya Lavorenko
Business Development Manager, Zorka Agency
- 15:30 - 17:00 Manager's Notes: How to Manage Your Team Effectively. Make sure to register in advance**
Marina Lopatina
Business Development Director, WN Media Group