

November 23 Lecture Hall

Sponsored By Xsolla



09:00 - 10:30	<b>Welcome Coffee</b> Moloco
10:30 - 10:35	<b>Welcome to WN Tel Aviv!</b> Pavel Ryaykkonen CEO & Founder, WN Media Group
10:35 - 11:00	<b>Gaming at the Forefront of Entertainment</b> Assaf Sagy Head of Global Gaming, TikTok
11:00 - 11:30	<b>Global Perspectives: Trends, Insights and Deals from the Trenches</b> John Goodale VP of Growth, i3D.net, A Ubisoft Company
11:30 - 12:00	<b>Age of Privacy: International Standards You Can’t Ignore to Monetize Globally</b> Elvira Rybina Head of In-app Publishers Scaling Group, Yandex Ads
12:00 - 13:00	<b>Designing Games for Maximum Monetization</b> Ted Verani, Roy Tzayag, Boris Burangulov, Nitsan Stolberg
13:00 - 14:00	<b>Lunch Break</b>
14:00 - 15:00	<b>Game Funding and M&amp;A in 2023</b> Elad Ayzen, Eitan Reisel, Chen Leshez, Kevin Baxpehler, Tomer Miles, Roy Meirom
15:00 - 15:30	<b>Acing In-Game Advertising: Taking Tennis Clash to the Next Level</b> Lev Kommisarchik, Barak Shaked
15:30 - 16:00	<b>Video Game Distribution and Monetization: How to Connect Directly with Your Players</b> Andrey Kalugin Regional Director, Xsolla
16:00 - 16:30	<b>Industry Evolution — How It Is Changing and towards Where It Is Evolving</b> Alvaro Zapatero, Gabriel Oltarz
16:30 - 17:00	<b>Data Clean Rooms: How to Be Ahead of the Game in the Era of Privacy</b> Edik Mitelman GM, Privacy Cloud, AppsFlyer
17:00 - 18:00	<b>Women Entrepreneurs in the Israeli Gaming Industry</b> Shanny Goldschmid, Meytal Bondi, Alina Colton, Tal Rapoport, Yael Teboulle

November 23 Roundtables Hall

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

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

November 24 Roundtables Hall

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