

## February 8 Roundtables Hall

- 14:30 - 16:00 Nonviolent Communication in the Work Environment. Make sure to register in advance**  
Eugen Sudak  
COO, MKX
- 14:30 - 16:00 Play 2Earn is Dead — Scammable GameDev around the Corner. Make sure to register in advance**  
Andrey Ivashentsev  
CEO, Metaplan
- 16:00 - 17:30 Retaining Ownership as the Team Grows Larger. Make sure to register in advance**  
Aleksandar Markovic, Richard Bangs

## February 8 Lecture Hall

- 09:30 - 11:00 Welcome Coffee**
- 11:00 - 11:05 Welcome to WN Belgrade!**  
Julia Lebedeva (Kraskovskaia)  
COO & Partner, WN Media Group
- 11:05 - 12:00 Serbian Indies Are Growing Stronger — Here's Why!**  
Kristina Janković Obućina, Andrea Aleksić, Igor Simić, Nikola Šoškić, Vladimir Živković
- 12:00 - 12:30 The Creative Process**  
Fawzi Mesmar  
Game Designer / Author
- 12:30 - 13:00 Game Design Revelations from Over 18 Years in the Industry**  
Uroš Banješević  
Founder / CCO, Mad Head Games
- 13:00 - 14:00 Lunch Break**
- 14:00 - 14:30 Global Insights: Trends, Insights and Anecdotes**  
John Goodale  
VP of Growth, i3D.net, A Ubisoft Company
- 14:30 - 15:00 Genre Matters — Where the Money Is in Mobile Gaming**  
Martin Macmillan  
CEO, Pollen VC
- 15:00 - 15:30 How to Nurture Creativity in Fast and Dynamic Production Environment**  
Ljubica Rancic  
UI/UX Lead (LiveOps), PLAYSTUDIOS Europe
- 15:30 - 16:00 M&A in the Games Industry: A Recap of 2022 and How that has impacted the Balkans. Outlook for 2023 and Beyond**  
Shum Singh, Mirko Topalski
- 16:00 - 16:30 Most Efficient Strategies for Audio Production (VR + Mobile)**  
Ressa Schwarzwald  
CEO / Founder, Gameowdio
- 16:30 - 17:00 Leadership in the Creative Industry**  
Nikola Stojanovic  
Art Director \ UI Artist
- 17:00 - 17:30 How Empowerment Culture Drives 30% YoY Revenue Growth**  
Roman Malakhov  
CEO, Panzerdog (MY.GAMES)
- 17:30 - 18:00 How to HR in 2023**  
Oxana Timanovskaya  
L&D Director (Learning and Development), Playkot

## February 9 Lecture Hall

- 10:00 - 11:00 Welcome Coffee**
- 11:00 - 11:30 Handling the 4x Growth as an Indie Studio: Everything You Need to Know (Minus the NDA-covered Part)**  
Dušan Čežek, Sanja Čežek
- 11:30 - 12:00 Show Me The Money: How To Raise Venture Capital**  
Spike Laurie  
Partner, Hiro Capital
- 12:00 - 13:00 The Impact of New AI Technologies in Game Development**  
Srdjan Zdravković, Vojislav Milutinović, Stephen Lee, Dušan Čežek, Sanja Čežek
- 13:00 - 14:00 Lunch Break**
- 14:00 - 14:30 World-building**  
Igor Simić  
CEO and Creative Director, Demagog Studio
- 14:30 - 15:00 Enhancing the Design Team: Step-by-step Guide**  
Eugen Sudak  
COO, MKX
- 15:00 - 15:30 Improving Key Game Metrics at Different Stages of Lifecycle. Make sure to register in advance**  
Aleksei Kazmin, Mikhail Ishenin, Dmitriy Byshonkov
- 15:30 - 16:00 Known Shippable: Different Approaches To Finishing Games**  
Nikola Šobajić  
Programmer, Supergiant Games
- 16:00 - 16:30 Custom Steam Sale as a Marketing Tool**  
Serg Kharchenko  
Evangelist, CM Games
- 16:30 - 17:00 Platform Relations for Mutual Benefit**  
Elizaveta Savenkova  
Head of Business Development, ZIMAD

## February 9 Roundtables Hall

- 14:30 - 16:00 Why Game Jams as Outreach? Make sure to register in advance**  
Charly Harbord  
Director of Operations, Global Game Jam
- 14:30 - 16:00 Is the Funding Boom Over? How to Position Your Studio for Funding in 2023. Make sure to register in advance**  
Spike Laurie  
Partner, Hiro Capital
- 16:00 - 17:30 What Are the Needs of Gaming Companies Regarding Artists & Additional Training. Make sure to register in advance**  
Marija Rakić-Lovrić  
Education Manager, Crater Training Center