## June 7 Main Track
**Sponsored By TikTok**

| Time | Session |
|---|---|
| 09:00 - 10:30 | **Welcome Coffee by Xsolla** |
| 10:30 - 10:35 | **Welcome to WN Istanbul!**<br>Julia Lebedeva (Kraskovskaia)<br>COO & Partner, WN Media Group |
| 10:35 - 11:00 | **The Power of the Modern Generation of Gamers**<br>Noam Zada, Sezer Degirmenbasi |
| 11:00 - 12:00 | **The New Challenges Facing the Industry and How to Overcome Them**<br>Simay Dinç, Tansu Kendirli, Murat Kahraman, Doruk Demirsar, Ozan Aydemir, Atakan Cankorur |
| 12:00 - 13:00 | **New Investment Climate in the Video Games Industry: Risks, Constraints, Opportunities**<br>Pieter van der Pijl, Kinga Waclawik, Saltukhan Gulsen, Ilya Eremeev, Caglar Eger, Barış Ozistek |
| 13:00 - 14:00 | **Refreshments Break by Xsolla** |
| 14:00 - 14:30 | **App Quality Insights for Google Play**<br>Julia Lebedeva (Kraskovskaia), Romain Mardot |
| 14:30 - 15:00 | **Maximizing Organizational Success through Effective Culture Development: Practical Approaches and Key Learnings**<br>Patty Toledo<br>Head of Creative Community, PLAYSENSE |
| 15:00 - 15:30 | **Web Shops for Mobile Games: Key Learnings after 150 Launches**<br>Artem Liubutov<br>Director of Products, Xsolla |
| 15:30 - 16:00 | **Refreshments Break by Xsolla** |
| 16:00 - 17:00 | **Building and Growing a Game with Your Audience in Mind**<br>Aysu Yildiz, Aleksandr Bezobrazov, Ozhan Kamberli, Erdem Lafci |
| 17:00 - 17:30 | **Should You Ever Give Up Your IP?**<br>Julia Lebedeva (Kraskovskaia), Dino Patti |
| 17:30 - 18:00 | **From Pixels to Players: Insights into Gaming Trends and Multi-platform Attribution**<br>Çağla Mordeniz<br>Customer Success Manager, Appsflyer |

## June 7 AI for Business Track
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| Time | Session |
|---|---|
| 09:00 - 11:00 | **Welcome Coffee** |
| 11:00 - 11:30 | **Artists vs AI: Friends or Foes**<br>Jama Jurabaev<br>Senior Concept Artist, Lucasfilm |
| 11:30 - 12:00 | **What a Year It's Been!**<br>Tyler Coleman<br>Founder, Retora Games |
| 12:00 - 13:00 | **AI Will Not Steal Your Job. But Someone Who Knows How to Use It Will**<br>Guy Gadney<br>CEO, Charisma |
| 13:00 - 14:00 | **Refreshments Break** |
| 14:00 - 14:30 | **AI & ML for Games on AWS**<br>Damla Akpinar<br>Sr. Solutions Architect, AWS for Games |
| 14:30 - 15:00 | **Personalizing Game Experience with AI**<br>Noa Avishur<br>AI Product Manager, Playtika |
| 15:00 - 15:30 | **AI-Powered Game Development**<br>Mehmet Umut Ermeç<br>CEO, tiplay studio |
| 15:30 - 16:00 | **Refreshments Break** |
| 16:00 - 17:00 | **GenAI in Game Development**<br>Oz Silahtar, JJ Fiasson, Ilya Matveev, Kristina Lasenko (Frolova), Ulas Bilgenoglu, Zeynep Açıkbaş Kılış |
| 17:00 - 17:30 | **The AI-pocalypse? How Game Narratives Will Never Be the Same**<br>Egor Chirkunov<br>CEO / Founder, EQWise |

## June 8 Main Track
**Sponsored By TikTok**

| Time | Session |
|---|---|
| 09:30 - 10:30 | **Welcome Coffee by Xsolla** |
| 10:30 - 11:00 | **Giving Gamers More Rewarding Ways to P(L)AY**<br>Ceren Turkben Kaya, Berkley Egenes |
| 11:00 - 11:30 | **Game On: Pitching Your Way to Gaming Success**<br>Tali Tzukerman<br>Product Director, Product Madness |
| 11:30 - 12:00 | **How AWS for Games Can Help Gametech Customers?**<br>Damla Akpinar, Umut Ersarac |
| 12:00 - 12:30 | **The Future of Ad Monetization: Exploring the Hot, the New, and the Unknown**<br>Ashkhen Minasyan, Yücel Çetin, Sofia Gilyazova, Bogdan Džaković |
| 12:30 - 13:00 | **Going Abroad with H5 Games**<br>Luke Stapley<br>Marketing Director, Cocos |
| 13:00 - 14:00 | **Refreshments Break by Xsolla** |
| 14:00 - 14:30 | **Publishing Your Mobile Game in 2023: How to Successfully Grow in a New Macro Environment**<br>Nir Regev<br>Director of Publishing, Supersonic from Unity |
| 14:30 - 15:00 | **Device-Savvy: Growing Gaming Competition in the Volatile Economic Climate**<br>David Hundia<br>Growth Specialist, Digital Turbine |
| 15:00 - 15:30 | **The Future is Already Here: Hybrid-Casual**<br>Türker Karahan<br>CEO & Co-Founder, Udo Games |
| 15:30 - 16:00 | **Take Full Control of Your Mobile Game's Destiny**<br>Egor Ershov<br>Growth Partner, Unity Ads |
| 16:00 - 16:30 | **Rewarded Video 2.0?**<br>Filipp Karmanov<br>Founder, Black Snowflake |
| 16:30 - 17:00 | **The Evolution of Gaming in MENA**<br>Diala D. Al Otaibi<br>PR & Comms Manager, Babil Games |
| 17:00 - 17:30 | **WN Developer Contest** |

## June 8 AI for Business Track
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| Time | Session |
|---|---|
| 09:30 - 11:00 | **Welcome Coffee** |
| 11:00 - 11:30 | **Game-Changer: How AI is Augmenting Visual Asset Production**<br>JJ Fiasson<br>CEO, Leonardo.Ai |
| 11:30 - 12:00 | **Limits of SaaS AI: Achieving Ethical AI with Custom Solutions in Arts, Games and Beyond**<br>Balázs Keszthelyi<br>CEO & Founder, TechnoLynx |
| 12:00 - 12:30 | **Revolutionizing Gaming: The Power of AI for Immersive Experiences and Optimal Performance**<br>Barak David, Jure Grahek |
| 12:30 - 13:00 | **Reinforcement Learning with AWS DeepRacer / Amazon SageMaker Fast-Track**<br>Enes Rodop, Yavuz Aksu |
| 13:00 - 14:00 | **Refreshments Break** |
| 14:00 - 14:30 | **Improve your UA & Marketing Effort with AI**<br>Damla Dokuzoglu<br>CEO & Data Scientist, AppNava |
| 14:30 - 15:30 | **Investor Thoughts on Generative AI**<br>Oz Silahtar, Luke Stapley, Berkin Toktas, Basar Yenidunya, Kristina Lasenko (Frolova), Jure Grahek |
| 15:30 - 16:00 | **Maximizing Game Development Efficiency with AIGC: Unleashing the Power of AI in the Gaming Industry**<br>Chenyang Sun<br>Ecosystem Operations Director, Cocos |
| 16:00 - 16:30 | **Navigating the Rough Seas of Machine Learning-Powered User Acquisition: Limitations, Pitfalls, Concerns.**<br>Alexey Calabourdin, Vladimir Khudiakov |