June 7 Main Track

09:00 - 11:00   **Welcome Coffee**

11:00 - 11:30   **Artists vs AI: Friends or Foes**
Jama Jurabaev
Senior Concept Artist, Lucasfilm

11:30 - 12:00   **What a Year It's Been!**
Tyler Coleman
Founder, Retora Games

12:00 - 13:00   **AI Will Not Steal Your Job. But Someone Who Knows How to Use It Will**
Guy Gadney
CEO, Charisma

13:00 - 14:00   **Refreshments Break**

14:00 - 14:30   **AI & ML for Games on AWS**
Damla Akpinar
Sr. Solutions Architect, AWS for Games

14:30 - 15:00   **Personalizing Game Experience with AI**
Noa Avishur
AI Product Manager, Playtika

15:00 - 15:30   **AI-Powered Game Development**
Mehmet Umut Ermeç
CEO, tiplay studio

15:30 - 16:00   **Refreshments Break**

16:00 - 17:00   **GenAI in Game Development**
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**
Egor Chirkunov
CEO / Founder, EQWise

June 7 Games Industry Track (WN)

09:00 - 10:30   **Welcome Coffee by Xsolla**

10:30 - 10:35   **Welcome to WN Istanbul!**
Julia Lebedeva (Kraskovskaia)
COO & Partner, WN Media Group

10:35 - 11:00   **The Power of the Modern Generation of Gamers**
Noam Zada, Sezer Degirmenbasi

11:00 - 12:00   **The New Challenges Facing the Industry and How to Overcome Them**
Simay Dinç, Doruk Demirsar, Ozan Aydemir, Murat Kahraman, Atakan Cankorur, Tansu Kendirli

12:00 - 13:00   **New Investment Climate in the Video Games Industry: Risks, Constraints, Opportunities**
Pieter van der Pijl, Ilya Eremeev, Kinga Waclawik, Caglar Eger, Saltukhan Gulsen, Barış Ozistek

13:00 - 14:00   **Refreshments Break by Xsolla**

14:00 - 14:30   **App Quality Insights for Google Play**
Julia Lebedeva (Kraskovskaia), Romain Mardot

14:30 - 15:00   **Maximizing Organizational Success through Effective Culture Development: Practical Approaches and Key Learnings**
Patty Toledo
Head of Creative Community, PLAYSENSE

15:00 - 15:30   **Web Shops for Mobile Games: Key Learnings after 150 Launches**
Artem Liubutov
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**
Aysu Yildiz, Aleksandr Bezobrazov, Ozhan Kamberli, Erdem Lafci

17:00 - 17:30   **Should You Ever Give Up Your IP?**
Julia Lebedeva (Kraskovskaia), Dino Patti

17:30 - 18:00   **From Pixels to Players: Insights into Gaming Trends and Multi-platform Attribution**
Çağla Mordeniz
Customer Success Manager, Appsflyer

June 8 Main Track

09:30 - 11:00   **Welcome Coffee**

11:00 - 11:30   **Game-Changer: How AI is Augmenting Visual Asset Production**
JJ Fiasson
CEO, Leonardo.Ai

11:30 - 12:00   **Limits of SaaS AI: Achieving Ethical AI with Custom Solutions in Arts, Games and Beyond**
Balázs Keszthelyi
CEO & Founder, TechnoLynx

12:00 - 12:30   **Revolutionizing Gaming: The Power of AI for Immersive Experiences and Optimal Performance**
Jure Grahek, Barak David

12:30 - 13:00   **Reinforcement Learning with AWS DeepRacer / Amazon SageMaker Fast-Track**
Enes Rodop, Yavuz Aksu

13:00 - 14:00   **Refreshments Break**

14:00 - 14:30   **Improve your UA & Marketing Effort with AI**
Damla Dokuzoglu
CEO & Data Scientist, AppNava

14:30 - 15:30   **Investor Thoughts on Generative AI**
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**
Chenyang Sun
Ecosystem Operations Director, Cocos

16:00 - 16:30   **Navigating the Rough Seas of Machine Learning-Powered User Acquisition: Limitations, Pitfalls, Concerns.**
Alexey Calabourdin, Vladimir Khudiakov

June 8 Games Industry Track (WN)

09:30 - 10:30   **Welcome Coffee by Xsolla**

10:30 - 11:00   **Giving Gamers More Rewarding Ways to P(L)AY**
Ceren Turkben Kaya, Berkley Egenes

11:00 - 11:30   **Game On: Pitching Your Way to Gaming Success**
Tali Tzukerman
Product Director, Product Madness

11:30 - 12:00   **How AWS for Games Can Help Gametech Customers?**
Damla Akpinar, Umut Ersarac

12:00 - 12:30   **The Future of Ad Monetization: Exploring the Hot, the New, and the Unknown**
Sofia Gilyazova, Ashkhen Minasyan, Yücel Çetin, Bogdan Džaković

12:30 - 13:00   **Going Abroad with H5 Games**
Luke Stapley
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**
Nir Regev
Director of Publishing, Supersonic from Unity

14:30 - 15:00   **Device-Savvy: Growing Gaming Competition in the Volatile Economic Climate**
David Hundia
Growth Specialist, Digital Turbine

15:00 - 15:30   **The Future is Already Here: Hybrid-Casual**
Türker Karahan
CEO & Co-Founder, Udo Games

15:30 - 16:00   **Take Full Control of Your Mobile Game's Destiny**
Egor Ershov
Growth Partner, Unity Ads

16:00 - 16:30   **Rewarded Video 2.0?**
Filipp Karmanov
Founder, Black Snowflake

16:30 - 17:00   **The Evolution of Gaming in MENA**
Diala D. Al Otaibi
PR & Comms Manager, Babil Games

17:00 - 17:30   **WN Developer Contest**