

September 12 Main Track

Sponsored By Gcore 

09:00 - 10:30	Welcome Coffee
10:30 - 10:35	Welcome to WN Cyprus Julia Lebedeva (Kraskovskaia) COO & Partner, WN Media Group
10:35 - 11:00	Cyprus: A Leading ICT Hub within the EU Marios Tannousis CEO, Invest Cyprus
11:00 - 12:00	Culture Fit in International Distributed Teams Eugen Sudak, Aleksandr Zezulin, Milica Berček, Murad Musakaev, Evgenia Kazakova, Ivan Smirnov
12:00 - 12:30	Maximize Revenue Potential: Direct-to-Consumer Best Practices Max Fomichev, Andrey Kalugin, Ksenia Andronchik, Sola Saulenko
12:30 - 13:00	Reels - What, Why & How Sue Howley Head of Activation, EMEA, Facebook Gaming @ Meta
13:00 - 14:00	Refreshments Break
14:00 - 14:30	Key Steps for Building a Strong Creative Team Murad Musakaev Head of Studio, Tactile Games
14:30 - 15:00	Synergies Between Social Media, Gaming and Music Patrik Wilkens Vice President Global Operations, TheSoul Publishing
15:00 - 15:30	Creating Gaming Entrepreneurial Ecosystems with Accelerators, Associations and Game Studios Tiziano Giardini Program Director, Quickload Gaming Accelerator
15:30 - 15:50	Navigating the iOS Opportunity with Google App Campaigns. Make sure to register in advance Yiannis Kranitis Gaming Industry Manager, Google
15:50 - 16:10	Level Up Your Strategy: Decoding Gaming Market Trends. Make sure to register in advance Marios Anastasiou Gaming Account Manager, Google
16:10 - 16:30	Launching in APAC: What to Expect & How to Plan for Success. Make sure to register in advance Spyridoula Drakopoulou SEED Manager Cyprus, Google
16:30 - 17:00	Evolution of the Combat System in the Warhammer 40000: Rogue Trader Alexander Mishulin Creative Director, Owlcat Games
17:00 - 17:30	Pillars of a Remote Company or Building a Startup with Co-Founders You've Never Met Fuad Kuliev CEO, Eschatology Entertainment
17:10 - 18:10	Happy Hour, sponsored by FasterPay
17:30 - 17:40	Raffle, sponsored by OHM
17:40 - 18:10	Idle Arcades: State of Play Ekaterina Dekalenkova Senior Business Developer & Market Analyst, Ketchapp @Ubisoft

September 12 Non-Gaming Apps Track

Sponsored By Bidease 

11:00 - 12:00	Staying Ahead of the Curve: How to Detect Mobile Fraud and Save Marketing Investments Dmitry Chudovsky, Christina Lanevich, Denis Elkin, Ramil Nizamiev, Vladimir Alov, Simon Revich
12:00 - 12:30	Proven Marketing Strategies to Navigate a Downturn Irina Malkina Partner Development Manager, AppsFlyer
12:30 - 13:00	3 Approaches to Testing Video Creatives 2023 for Non-Gaming Products Olga Rogoz Chief of Business Development, UGC Ninja

September 12 AI Track by AWS

Sponsored By AWS 

15:00 - 17:30	Executive AI Workshop (by invitation only, RSVP here) Aleksai Kazmin, Mikhail Ishenin, Frederic Nowak, Ruslan Fomichev, Sean Winters, Jan Van Looy, Sven Rymenans, Rau Dosymbetov, Kristina Melkonyan
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September 12 Futura and Brightika Advice Pitstop

Sponsored By Futura.Digital 

14:00 - 18:00	Personal Consultations on Law & Taxes / Marketing & Publishing. To secure your slot, please fill out this form. Alexandra Kurdiumova, Alina Davletshina, Matvei Mashchenko
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September 13 Main Track

Sponsored By Gcore 

09:30 - 11:00	Welcome Coffee
11:00 - 11:30	Best Practices for Hybrid Monetization: IAP, IAA, UA Artur Davydenko, Anastasia Petrova
11:30 - 12:00	Bloggers as an Effective Sales Tool Evgenia Kazakova COO, Perfluence
12:00 - 12:30	ROAS Boss Battle: AI Algorithm vs Manual Optimisation James Crabb, Monika Raszowska
12:30 - 13:00	Blockchain Gaming in 2023 and Beyond Alexander Goldybin Co-Founder and Chairman, iLogos Game Studios
13:00 - 13:50	Refreshments Break
13:50 - 14:00	Raffle, sponsored by OHM
14:00 - 15:00	Raising VC Funding for Mobile Gaming in 2023 — What Founders Need to Know Martin Macmillan, Eugene Koren, Maria Kochmola, Andrey Kuznetsov, Roman Gurskiy, Evgeny Konovalov
15:00 - 15:30	SuperCity Odyssey: 12 Years of Resilience and Reinvention in Web Gaming Denis Adlerberg Delivery Director at Supercity, Playkot
15:30 - 16:00	Character Creation Development on Baldur's Gate 3 Alena Dubrovina Lead Character Artist, Larian Studios
16:00 - 16:30	Unleashing AI's Potential in Creative Production & Marketing Processes Krystina Zaremba Growth Manager, AppAgent
16:30 - 17:00	Winning Strategies: Harnessing the Impact of Brands in Games; “The Talking Tom Story” Dheeraj Matta Head of Monetization, Outfit7

September 13 Investment Track

11:30 - 13:00	Masterclass: "Insider Secrets for Making Investors Fund Your Company." Make sure to register in advance Ilya Eremeev GP and Managing Partner, The Games Fund
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September 13 Futura and Brightika Advice Pitstop

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14:00 - 16:00	Personal Consultations on Law & Taxes / Marketing & Publishing. To secure your slot, please fill out this form. Alexandra Kurdiumova, Alina Davletshina, Matvei Mashchenko
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