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TIME	COMPANY	SPEAKER	SESSION TITLE
9:00	Game World Observer	Oleg Nesterenko Managing Editor	COVID-19 Impact on the Video Games Industry
9:45	Unreal Engine	Alexey Savchenko Licensing Manager	2020: Plans, Challenges and New Formats
10:30	Landfall Games	Petter Henriksson COO	4 Signs Your Publisher is Stealing Your Money
11:15	Jagex	Neil McClarty VP of Product Management and Player Strategy	How to Be Truly Player Obsessed?
Busy day working			
16:00	EA Dice	Fawzi Mesmar Head of Design	Effective Prototyping
PANEL DISCUSSION: Hyper Pub: Hypercasual Games Ascendance on Global Games Market			
16:45	Panelists: Nadav Ashkenazy , GM, Supersonic Tamara Feiman , BD & Publishing Lead, Gismart Olivier Le Bas , Co-founder and CRO, Homa Games Sophie Vo , Game Lead, Voodoo		Gismart Voodoo
18:15	Geogrify	Kate Edwards CEO & Principal Consultant	Building Better Worlds Through Game Culturalization

TIME	COMPANY	SPEAKER	SESSION TITLE
9:00	AppMagic	Max Samorukov CEO & Founder	Building Your Product Strategy Based On Market Research
9:45	MyTona	Diana Korkina Business Development Manager	Formula of Laughter. Humor in Cooking Diary
10:30	TikTok	Stepan Slyusarev Head of Global Solutions	Advantages of Working with TikTok for Gaming
11:15	MRGV NE X US	Ilya Ereemeev , Senior Executive Producer, MRGV Nikita Matsokin , Developer Relations Head, Wargaming Nexus	Fireside Chat. Investing in the Future of Video Games

Busy day working

16:00	DATASAKURA Datasakura	Andrey Vengerskiy COO	How to Prevent Your Company Transformation From Game Developer to Game Support. Zeptolab and Halfbrick Case Study
16:45	Venture Beat GamesBeat / VentureBeat	Dean Takahashi , Lead Writer Lead Writer	Game Journalism Over the Decades
17:30	adikteev Adikteev	Taoufik Lazrak CRO	Retention: When Should I Start Reengagement Campaigns?
18:15	zeuz Zeuz	Manuel Karg CEO & Co-Founder	Game Operations Cost - the Unpredictable Beast?



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9:00	APP ANNIE App Annie	Paul Barnes Managing Director	Q1 Mobile Gaming Lookback
9:45	APPTUTTI	Aaron Denford Marketing Manager	Opportunities in the Chinese Mobile Market. How to Prepare for a Successful Launch.
10:30	PANEL DISCUSSION: What's Hot and New at the UA Frontier		
	<p>Panelists: Andrey Khristyuk, Partnerships Manager, TikTok Erwin Bos, GM Europe, Sprinklr Gleb Mashchenko, CBDO, RoasUp Arthur Chin, Senior User Acquisition Manager, Wargaming Felix Janzen, Director Performance Marketing, InnoGames Moderator: Evgeny Marchenkov, CEO, AdSide Media</p>		
Busy day working			
16:00	Roblox	Matt Curtis VP of Developer Relations	Creating For The Metaverse: A Conversation With Roblox Developers
16:45	Gamesconsulting.net	Nick Murray F2P Product, Live Ops and Monetization Consultant	Game Economy 101 - Practical Advice for Economy Design and Balancing
17:30	Azerion	Patrik Wilkens VP Mobile	The Opportunities Of Monetizing Games via Advertising
18:15	Nutaku	Jorge Rosales Business Development	The Explosion of Adult Games



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9:00	 Xiaomi & MI Game	Neo Liu BD Head of Global Publishing	How to Get ISBN and Succeed in China Market?
9:45	 playrix  INNOVA	Roman Lukyanov , Managing Partner, Semenov&Pevzner Inna Palamarchuk , Head Of Legal, Innova Egor Soudakov , Senior lawyer, Playrix	You Better Call Your Game Industry Lawyer
10:30	 Facebook Gaming	Sneha Vaidyanathan Vertical Strategy Lead for Global Gaming	Hybrid Monetization Deserves a Hybrid Investment Strategy
11:15	 digital turbine.	Alexander Diudiuk Sales Director	Pre-loads in Real Time. How the Hell Does It Work and for What Advertisers?

Busy day working

16:00	 unity	Unity	Ilya Kuznetsov Client Partner	Key Takeaways from the 2020 Mobile Game Monetization Report
17:00	 unity	Unity	Vlad Onopko Client Partner	Why UA Managers Should Be More Involved in the Creative Process
18:00	 unity	Unity	Mark Robinson General Manager, deltaDNA	Getting Personal With Analytics

Suitable for Europe, MENA & APAC

TIME	COMPANY	SPEAKER	SESSION TITLE
9:00	GameRefinery	Joel Julkunen VP of Games	Mobile Game Genres Are Dead. Long Live the New Genres!
9:45	iDreamSky	Montgomery Singman VP of International BD	The Dawn of Cloud Gaming
10:30	Sperasoftware A KEYWORDS STUDIO	Shamil Yanbukhtin Lead Game Designer	COMBAT Crash Course
11:15	Voodoo	Theophile Tabary Publishing Manager	Understanding the Publishing Funnel

Busy day working



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Suitable for North America & LATAM

16:00	Nurogames	Shai Amoyal Project Manager	Games on Command - How Army Service Taught Me to Produce Games
16:45	Tilting Point	Will Hughes VP of Creatives	UA Creative and the Business of Art
17:30	Google	Matteo Berzoini , Gaming Growth Manager Felix Janzen , Director Performance Marketing, InnoGames	Google Meets Innogames - Pivoting Creative Strategy for Mobile Games
18:15	Mobile Game Doctor	Dave Rohrl CEO	Creative Direction



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9:00	devtodev	Konstantin Kochurov Analyst	How Analytics Help Your Game Improve its KPIs
9:45	Cocos	Huabin Ling Technical Director	From Wechat Mini-Games to Top Global Hypercasual Apps- Strategies on Game Development.
PANEL DISCUSSION: Why Your Game's Soft Launch Isn't Working			
10:30	<p>Panelists:</p> <p>Sophie Vo, Game Lead, Voodoo Matej Lancaric, Director of UA, Superscale Evgeny Gilmanov, Head Of Analytics, Belka Games Ivan Kozyev, Head Of Analytics, Crazy Panda</p> <p>Moderator: Yuriy Krasilnikov, VP of Business Development, Belka Games</p>	 	
Busy day working			
16:00	 	AJ Sath , Senior Retargeting Specialist, Remerge Niels Beenen , VP Performance Marketing, AdColony Lenette Yap , User Acquisition Manager, Wargaming Gabriela Kozicki , Senior Director of Sales EMEA, Remerge	How to Maximize your UA Efforts with App Retargeting
16:45	Wargaming.net	Svyatoslav Torick Product Vision Expert	The MonMatrix: Configure Your Own Monetization
17:30	Vungle	Michael Deignan Global Head of Programmatic	How Does Brand Advertising Fit Into Your Monetization Strategy?
18:15	 	Jim Ying , Managing Director, CVCapital Anna Baidachnaya , VP Sales Europe, Braavo Capital	Fireside Chat