

### OPENING KONRAD-ADENAUER-SAAL


Registration from 9:00 a.m.

**10:00-10:30 a.m. opening talk**  
Prof. Dr. Andreas Pinkwart (State Minister for Economic Affairs, Digitization, Innovation and Energy of North Rhine-Westphalia), Elfi Scho-Antwerpes (mayor of Cologne), Felix Falk (BIU), Katharina C. Hamma (Koelnmesse)


**10:30-11:30 a.m. political arena**  
Nicola Beer (FDP), Hubertus Heil MdB (SPD), Matthias Höhn MdL (Die Linke), Michael Kellner (Bündnis 90/Die Grünen), Dr. Peter Tauber MdB (CDU)

### UMBRELLA THEME 1: MORE THAN KNOWLEDGE: GAMES EDUCATE


**11:45-12:15 p.m.**  
**KEYNOTE**  
**Quest to Learn - Games as a fundament for learning**  
Rachelle Vallon (Quest to Learn)

**12:15-1:00 p.m.**  
**PANEL**  
**Youth protection in real life**   
Cornelia Holsten (KJM), Tobias Hübner (High school teacher), Stephan Schölzel (Infocafé Neu-Isenburg), Marie-Blanche Stössinger (USK)


**1:00-2:00 p.m.** Lunch Break


**2:00-2:30 p.m.**  
**KEYNOTE**  
**Games in the school: challenges and areas of ambivalence**   
Prof. Dr. Sonja Ganguin (GMK)

**2:30-3:00 p.m.**  
**PANEL**


**Schools and games in school practice: perspectives and forecasts**   
Vanessa Hoch (Student Gesamtschule Borbeck), Vera Servaty (Teacher Gesamtschule Borbeck), Jürgen Slegers (University of Applied Sciences Cologne), André Spang (State Chancellery of NRW)


**3:00-3:30 p.m.** Coffee Break

**3:30-4:00 p.m.**  
**TALK**  
**Games in the library! Media education approaches and perspectives**   
Vera Marie Rodewald, Christiane Schwinge (Initiative Creative Gaming)


**4:00-4:45 p.m.**  
**PANEL**  
**GrenzGamer - games in journalism training**   
Irina Bafas, Hannah Knuth (Authors and Students of DJS), Matthias Huber (Süddeutsche Zeitung), Matthias Kreienbrink (Journalist), Henriette Löwisch (DJS)

### UMBRELLA THEME 2: MORE THAN BUSINESS: GAMES PAY OFF

**11:45-12:15 p.m.**  
**TALK**  
**Really big with micro-influencers**   
Gesa Geissel (Henkel)

**12:15-1:00 p.m.**  
**PANEL**  
**Influencer marketing - credibility pays off**   
Robin Blase (Richtig Cool GmbH), Marc Fuehnen (Loots), Gesa Geissel (Henkel), Michael Haenisch (Freaks 4U Gaming)


**1:00-2:00 p.m.** Lunch Break

**2:00-2:30 p.m.**  
**PANEL**  
**Multi-player and tomato juice - games in the aircraft**   
Jens Koenen (Handelsblatt), Ralf Reichert (Turtle Entertainment), Dr. Torsten Wingenter (Lufthansa)

**2:30-3:00 p.m.**  
**TALK**  
**Why the music industry is excited about gamers**  
Gustav Käll (Universal)

**3:00-3:30 p.m.** Coffee Break

**3:30-4:00 p.m.**  
**TALK**  
**New dimensions in eSports marketing**   
Gregor Gründgens (Vodafone)

**4:00-4:45 p.m.**  
**PANEL**  
**No mon, no fun - is new games funding coming?**   
Sören Bartol MdB (SPD), Florian Braun (CDU), Prof. Dr. Linda Breitlauch (GAME), Prof. Dr. Oliver Castendyk (HMS), Felix Falk (BIU), Prof. Dr. Jörg Müller-Lietzkow (University of Paderborn), Olaf Zimmermann (Deutscher Kulturrat)

### UMBRELLA THEME 3: MORE THAN GAMIFICATION: TRANSFORMING GAMES

**11:45-12:15 p.m.**  
**KEYNOTE**  
**Games - a multi-tool for the economy**   
Prof. Dr. Linda Breitlauch (University of Applied Sciences Trier)

**12:15-1:00 p.m.**  
**PANEL**  
**The future of mobility needs games: three micro-pitches on the topic of transportation and gamification**   
Niels Boehnke (Foundation for Gaming Culture), Christoph Deeg (Gamification Expert), Ruth Lemmen (Interim Management & Coaching), Jörg Niesenhaus (Centigrade)


**1:00-2:00 p.m.** Lunch Break

**2:00-2:30 p.m.**  
**TALK**  
**Gamify the CityFuture**  
Bethy Anteneh, Dagmari Degefe (Goethe Institute)

**2:30-3:00 p.m.**  
**TALK**  
**Serena Supergreen**   
Dr. Felix Kapp (TU Dresden), Linda Kruse (The Good Evil), Dr. Pia Spangenberg (TU Berlin)

**3:00-3:30 p.m.** Coffee Break

**3:30-4:00 p.m.**  
**TALK**  
**Playful vs. Gameful User Experience: Why are games important for UX design?**  
Konstantinos Drachtidis (SAP)

**4:00-4:45 p.m.**  
**TALK**  
**Gamification - an overview**   
Roman Rackwitz (engaginglab)

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### UMBRELLA THEME 4: MORE THAN LEGAL: CONSOLIDATING GAMES

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**11:45-12:00 p.m.**  
**Opening Remarks | Welcome**  
Konstantin Ewald (Osborne Clarke), Tobias Haar (BIU), Joseph Olin (vgba)

**12:00-12:30 p.m.**  
**KEYNOTE**  
**A new European sales law for games - the DSM and the Digital Content Directive**  
Ulrich Kelber (Parliamentary State Secretary)

**12:30-1:00 p.m.**  
**PANEL**  
**DSM and the Digital Content Directive**  
Tobias Haar (BIU), Dr. Claas Oehler (Ihde & Partner)

**1:00-2:00 p.m.** Lunch Break

**2:00-2:15 p.m.**  
**TALK**  
**The GDPR - Only 9 months to go - Key Challenges for the Games Industry**  
Dr. Marc Störing (Osborne Clarke)

**2:15-3:00 p.m.**  
**PANEL**  
**What are the practical challenges of implementing GDPR compliance?**  
Caro Gäthke (InnoGames), Olivier Oosterbaan (Leopold Meijnen Oosterbaan)


**3:00-3:30 p.m.** Coffee Break

**3:30-4:15 p.m.**  
**TALK**  
**International Games Law - Latest Developments in Litigation, Enforcement and Regulation in US, EU and Russia**  
Juliette Auverny-Bennetot (Paradox Interactive), Sean Kane (Frankfurt Kurnit Klein & Selz)

**4:15-4:30 p.m.**  
**TALK**  
**A brand new World? - Emerging legal issues in eSports**  
Alexandre Rudoni, Allen Overy (Allen & Overy)

**4:30-5:00 p.m.**  
**PANEL**  
**Emerging legal issues in eSports**  
Dr. Pietro Graf Fringuelli (CMS), Dr. Axel von Walter (Beiten Burkhardt)


### UMBRELLA THEME 5: MORE THAN LIFE: GAMES FASCINATE

**11:45-12:15 p.m.**  
**TALK**  
**Reality and Experience in Games - a philosophical Point of View**   
Prof. Dr. Markus Gabriel (University of Bonn)

**12:15-1:00 p.m.**  
**PANEL**  
**A new Interstate Broadcasting Agreement**   
Heike Raab (State Secretary for media and digital matters), Dr. Tobias Schmid (LfM), Prof. Dr. Rolf Schwartmann (University of Applied Sciences Cologne)

**1:00-2:00 p.m.** Lunch Break

**2:00-2:30 p.m.**  
**TALK**  
**Cultural Complicity: How Games Can Do Better**  
Matt Lees (Shut Up & Sit Down/Cool Ghosts)

**2:30-3:00 p.m.**  
**TALK**  
**eSports as mass sports**   
Martin Müller (Magdeburg eSports e.V.)

**3:00-3:30 p.m.** Coffee Break

**3:30-4:00 p.m.**  
**TALK**  
**Art in Our Time: Video Games at MoMA**  
Paul Galloway (MoMA)


**4:00-4:45 p.m.**  
**PANEL**  
**Making the world a better place**  
Bethy Anteneh (Goethe Institute), Edward Partridge (VWVF), Michael Reiffenstuel (Federal Foreign Office), Wojciech Setlak (11 bit studios)

### OPEN STAGE

**11:45-12:15 p.m.**  
**KEYNOTE**  
**The True Meaning of Mixed Reality**  
Jens Angerer (Audi Production Lab)

**12:15-1:00 p.m.**  
**TALK**  
**Story universes - many levels of entertainment**  
Dmitry Glukhovsky (Author of the Metro-Series)


**1:00-2:00 p.m.** Lunch Break

**2:00-2:30 p.m.**  
**PANEL**  
**EU funding - endless expanses**   
Benedikt Grindel (Ubisoft Blue Byte), Till Hardy (media network.NRW), Ulrich Schulze-Althoff (Kaasa health)

**2:30-3:00 p.m.**  
**FIRESIDE CHAT**  
**Games and interactive infotainment at ARTE**   
Alexander Knetig (ARTE Creative)

**3:00-3:30 p.m.** Coffee Break

**3:30 - 4:00 p.m.**  
**TALK**  
**Oh Canada! Games, Innovation and Radical Opportunity**  
Tanya Woods (ESA Canada)

**4:00-4:45 p.m.**  
**TALK**  
**Crisis management & Games - Survival of the Fittest**   
Dr. Lutz Anderie (Anderie Management)