TUESDAY, JULY 18, 2017

Welcome: David Wu, Provost, George Mason University
Announcements: Sue Bohle, Executive Director, Serious Play Conference

Question of the Day: "What Have We Learned in the Last 10 Years and Where Are Serious Games Headed Next?"

Panelists:
- Thomas Talbot, Research Scientist, USC Institute for Creative Technologies
- Tony Crider, Physics Department, Elon University
- Paulette Robinson, OPM/Center for Leadership Development, National Defense University
- Garth Jensen, Director for Innovation, NSWC Carderock

Moderator: Ran Hinrichs, CEO, 2b3d Studios

Go to your Preferred room each hour for conference sessions. If you are heading to the Verizon Auditorium in Colgan Hall, leave time -- it's a 5 minute walk.

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<th>Room A</th>
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<tr>
<td>Dov Jacobson</td>
<td>Paulette Robinson</td>
<td>Thomas Talbot</td>
<td>Kevin Dill</td>
<td>Tammie Schrader</td>
<td>Tony Crider</td>
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<td>GamesThat Work</td>
<td>Office of Personnel Management (OPM)</td>
<td>USC Institute for Creative Technologies</td>
<td>Lockheed Martin Rotary and Mission Systems</td>
<td>State of WA AESD</td>
<td>Elon University</td>
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<tr>
<td>Boeing Explores Game-Based Learning: What We Each Discovered</td>
<td>Microlearning and Gamification in Policy Leadership</td>
<td>Time to Leave the Lab: What Will it Take to Make Useful Games Viable for People and Businesses?</td>
<td>The AI IS the Game: Crafting the Behavior that Creates an Experience that Drives Learning</td>
<td>District-wide STEM Education, Using Games</td>
<td>Experiential Assessment with Virtual Reality: Lessons from Second Life, Reacting to the Past, and Epic Finales</td>
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<td>Jennifer McNamara</td>
<td>Matt MacLaughlin</td>
<td>David Metcalf</td>
<td>Dan White</td>
<td>Ira Sockowitz</td>
<td>Pedro Pablo Cardoso Castro</td>
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<td>BreakAway Games</td>
<td>U.S. Army Training and Doctrine Command</td>
<td>Institute for Simulation and Training, UCF</td>
<td>Filament Games</td>
<td>Learning Games Studios</td>
<td>Leeds Beckett University, UK</td>
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<td>Developer Secrets: How to Avoid Common Mistakes when Contracting for Serious Games</td>
<td>Mobile Games for Training a Large Workforce</td>
<td>Mobile Games Developed for Military Healthcare Training</td>
<td>How VR Facilitates STEM Learning</td>
<td>How to Deliver Measureable Learning in Social Mobile Games</td>
<td>A Methodology to Assess the Fitness of Commercial Games for Higher Education</td>
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<td>Noon - 12:45 p.m.</td>
<td>12:45-1:45 pm</td>
<td>LUNCH BREAK: Pick up lunch boxes in lobby of Hylton Center; sign up if you want to pick up in Colgan Hall</td>
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<td>1:45 - 2:30 p.m.</td>
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<td>Michael DiPonio</td>
<td>Mark Covey</td>
<td>Scott Simpkins</td>
<td>Richard Lamb</td>
<td>Steve Isacs, Mark Suter</td>
<td>James Lester</td>
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<td>Quicken Loans</td>
<td>Motion Reality</td>
<td>Applied Physics Laboratory</td>
<td>University at Buffalo</td>
<td>Lisa Castaneda</td>
<td>North Carolina State U</td>
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<td>Working with Business Partners in Developing Serious Games for the Enterprise</td>
<td>Multi-person, Tetherless, Free-motion, Virtual Reality For Law Enforcement Training</td>
<td>Johns Hopkins</td>
<td>State University of New York</td>
<td>Current/Former Middle School Teachers</td>
<td>Narrative-Centered Learning Environments</td>
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| 2:45 - 3:30 p.m. | Richard Boyd  
Tanjo Inc.  
Machine Learning and Simulation for the Enterprise  
Cloaks, Daggers & Dice: How the CIA Uses Games |
| 3:30 - 3:45 pm | BREAK  
No Host Dine Around Group for Dinner; Sign-ups at Registration |
| 4 - 4:45 p.m.  | Ross Smith  
Microsoft  
Serious Play in the Enterprise: Using Games for Customer Relations |
| 4:45 - 6 p.m.   | Sivasailam (Thiagi)  
The Thiagi Group  
Workshop: Using Games to Teach Cultural Sensitivity |
| Room A          | Sivasailam (Thiagi)  
The Thiagi Group  
Workshop: Using Games to Teach Cultural Sensitivity |
| Room B          | Leslie Robinson  
Trance4mation Games  
Social, Emotional Dialogue Games Provide Resilience, Stress Reduction for Police Officers, Veterans, Incarcerated |
| Room C          | Kevin Holloway  
Center for Deployment Psychology  
Virtual Professional Training in Evidence Based Psychotherapies, Gaming for Behavioral Health Providers |
| Room D          | Ed Metz  
US Dept of Education  
Virtual Professional Training in Evidence Based Psychotherapies, Gaming for Behavioral Health Providers |
| Room E          | David Conover  
Connally High School  
Turn Your Classroom into a Global Cultural Learning Opportunity |
| Room F          | Boris Willis  
Computer Game Design/VSGI  
Using Choreographic Thinking in Serious Game Design |

Workshops and Interactive Sessions

Exhibitor and Game Arcade
## WEDNESDAY, JULY 19, 2017: WELCOME, ANNOUNCEMENTS
Welcome, Scott Martin, Founding Director, Virginia Serious Game Institute
Introduction of Gold Medal Winners; Announcement of Best of Show in International Serious Play Awards Program
Sue Bohle, Executive Director, Serious Play Conference

### Question of the Day:
How Can Serious Games Bring More Innovation, like Multi Discipline and Immersive Learning, to Education and Training?

**Panelists:**
- Jesse Schell, CEO, Schell Games
- Michelle Zimmerman, Innovative Educator Expert at Microsoft Education
- Scott Simpkins, Principal Researcher, Applied Physics Laboratory, Johns Hopkins University

**Moderator:** Ira Sockowitz, CEO, Learning Games Studios

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<td>Doug Whatley BreakAway Games</td>
<td>Rita Bush Office of the Director of National Intelligence</td>
<td>Ran Hinrichs 2b3d Studios</td>
<td>Jesse Schell Schell Games</td>
<td>Rob Dieterich Skyboy Games</td>
<td>Scott Martin James R. Casey Computer Game Design/VSGI</td>
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**Room A**
- **Doug Whatley**
  - BreakAway Games
  - Serious Games: The Ethics of 'Making a Difference’

**Room B**
- **Rita Bush**
  - Office of the Director of National Intelligence
  - How To Use Games To Remove Cognitive Bias in Analysis

**Room C**
- **Ran Hinrichs**
  - 2b3d Studios
  - Creating a Culture of Innovation and Immersion Inside the Development Team

**Room D**
- **Jesse Schell**
  - Schell Games
  - Superchem: The VR Chemistry Lab

**Room E**
- **Rob Dieterich**
  - Skyboy Games
  - Student-Developers and Teacher-Publishers: A Model for Project-Based Learning

**Room F**
- **Scott Martin**
  - James R. Casey Computer Game Design/VSGI
  - Integrating an Academic Game Program and a National Game Applied-Research Institute

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**11 a.m. - noon**

**LUNCH BREAK**
- Pick up Lunch Boxes in Lobby of the Hylton; sign up if you prefer to pick up in Colgan Hall

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<td>Christopher J. Hazard Hazardous Software</td>
<td>Pete Morrison Bohemia Interactive Simulations</td>
<td>Walter Greenleaf Virtual Human Interaction Lab Stanford University School of Medicine</td>
<td>Peter Stidwill Gary Goldberger FableVision Studios</td>
<td>Justin Leites Touch Press</td>
<td>Seth Hudson Computer Game Design Doug Eyman Department of English, GMU</td>
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**Room A**
- **Christopher J. Hazard**
  - Hazardous Software
  - The Intersection Between Serious Games and Cyber Security

**Room B**
- **Pete Morrison**
  - Bohemia Interactive Simulations
  - Lessons Learned from U.S. Army Training

**Room C**
- **Walter Greenleaf**
  - Virtual Human Interaction Lab Stanford University School of Medicine
  - How Virtual and Augmented Reality Technology will Revolutionize Healthcare

**Room D**
- **Peter Stidwill**
  - Gary Goldberger FableVision Studios
  - The Importance of Co-Play: Building Playful Experiences for Families

**Room E**
- **Justin Leites**
  - Touch Press
  - Interruptions: Hardware, Operating System and Connectivity Issues that Interfere with Game Play

**Room F**
- **Seth Hudson**
  - Computer Game Design Doug Eyman Department of English, GMU
  - They Come for the Games; Stay for the Learning: Coordinating Undergraduate Games Research
| 2:15 - 3 p.m. | Andrew Hughes  
Designing Digitally  
Immersive Learning and the Future of Workplace Learning | Spencer Frazier  
Lockheed Martin Rotary and Mission Systems  
Assess and Augment: Toward Games & Training With Biophysical Sensors | Brad Tanner  
Clinical Tools  
3D Virtual Reality Using Oculus to Teach Complicated 3D Structures in Healthcare | Mitch Weisburgh  
Academic Business Advisors  
Scott Brewster  
ThinkZone Games  
Figuring Out the Game of Selling to Schools | Jessica Pilsner  
Amazing Grace Christian School  
Multi-Discipline Game-Based Learning | Joelle Pitts  
Ben Ward, Stefan Yates  
Kansas State University  
Transmedia Storytelling: Challenges, Marketing, and Unicorns, Oh My! |
| 3 - 3:30 p.m. | BREAK |
| 3:30 - 4:15 p.m. | Trey Reyner  
Deloitte  
Using Psychological Measures to Train for Police Officer Well-Being | Dan Turner  
Clarity Health Assessment Systems  
Integrating Academia, Healthcare Professionals and Patients to Create a Learning Game for Chronically Ill Patient Diseases | Doris Rusch  
DePaul University  
The Importance of Understanding and Designing for the Meta-game | Lucas Blair  
Little Bird Games  
Morbus Delirium: A Transmedia Game that Rethinks the Museum Experience | Pascal Nataf  
Kim Berthiaume  
Affordance Studio  
Aligning Assessments to Objectives | Mish McIntyre  
U Mass Boston  
Dalcroze Eurhythmics & Classroom Management in Today’s Developmentally Diverse Classrooms |
| 4:30 - 6 p.m. | Ask Agger  
Workz, Denmark  
Five Surefire Tips for Preventing Success in Virtual and Augmented Reality Learning | James Piechocki  
Raytheon Blackbird Technologies  
To Scope or Not To Scope: Challenges of Gamifying Clinical Procedures Training | Dmitriy Babichenko  
Lorin Grieve, Jonathan Velez  
University of Pittsburgh  
The Importance of Story In Games | Terrence Gargiulo  
Accenture  
Moveable Game Jams for Kids: Coding for Social Change | Matt Farber  
Denville Township School  
Kevin Miklasz  
BrainPOP |
| EVENING OPTIONS:  
5:45 – 7 p.m. Tour of Virginia Serious Games Institute in Bull Run Hall (15 min walk, or move your car to lot across from Bull Run)  
To Join Others for a No Host Dinner, Sign up at the Registration Desk in the lobby of the Hylton Performing Arts Center | Patrick Cerria  
TumbleJam |


### Workshops and Interactive Sessions

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<td>Sharon Gander Institute for Performance Improvement, Judy Hale, Hale Associates</td>
<td>Peter Jenkins Centers for Disease Control (CDC)</td>
<td>Kimberly Hieftje Yale Center for Health &amp; Learning Games</td>
<td>Heidi McDonald iThrive Doris Rusch DePaul University</td>
<td>Ryan Harrell Southern Adventist University Online Campus</td>
<td>Chris Totten American University</td>
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<tr>
<td>The Challenge of Certification: Providing More Robust Assessments through Games</td>
<td>CDC’s Program to Incubate Games for Public Health Awareness</td>
<td>Re-purposing Serious Games: Making the Development Time Count Twice (or More)</td>
<td>Guiding Principles For Teen Learning</td>
<td>Ready to Fly: Drone Racing as a Motivation for Classroom Learning</td>
<td>Teaching Serious Game Design through Classroom Play</td>
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<td>10- 10:45 a.m.</td>
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<td>J. Mark ‘Atis’ Lozano Atis Consulting</td>
<td>Paul Darvasi York University</td>
<td>Kenneth Bibbins PrepWorld Phillips Mutsiya NC Central University</td>
<td>Phaedra Boinodiris IBM</td>
<td>Pat Keeney K12</td>
<td>Matt Nolan Computer Game Design/VSGI George Mason University</td>
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<td>Serious Play, Serious Training: Warriors Vs Adult Students</td>
<td>How Serious Games Aid Peace Education and Conflict Resolution (UNESCO Project)</td>
<td>Trauma Informed Game Based Learning for Kids</td>
<td>Beyond Empathetic Conversation Bots: How to Mine Data about Players to Create Impaftful Experiences</td>
<td>Sneaking Games Into STEM and CTE Programs and Getting Good Results!</td>
<td>Arcology and Games: Designing Terrestrial Villages</td>
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<tr>
<td>10:45 - 11:15</td>
<td>Break</td>
<td>11 a.m. - 11:15</td>
<td>11:15 - 12 p.m.</td>
<td>Noon</td>
<td>1 p.m. - 1:45 p.m.</td>
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<td>Daniel Greenberg Media Rez</td>
<td>David Crusoe Boys &amp; Girls Clubs of Am</td>
<td>Beth Rogozinski Pear Therapeutics</td>
<td>Bernard Francois PreviewLabs, Belgium</td>
<td>Jett Black Dynepic, The Internet of Kids</td>
<td>Evert Hoogendoorn IJsfontein, Netherlands</td>
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<tr>
<td>You Can’t Be Serious: An Entertainment Game Maker Seeks Fun and Funding in the Serious Games Space</td>
<td>How to Build an Engaging Digital Experience for Teens across an Organization with Hundreds of Chapters</td>
<td>The Challenges of Creating Mobile Games for Regulated Health Situations</td>
<td>Why You Shouldn’t Pursue Your First Idea</td>
<td>Enabling Safe, Personalized, Social Gaming for Kids</td>
<td>Make It Work: Validation of Applied Games</td>
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<td>1 - 1:45 p.m.</td>
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<td>James Gatto Shepard Mullen</td>
<td>Joseph DeLappe Abertay University, UK</td>
<td>Lisa Marriott OHSU/PSU School of Public Health</td>
<td>Karen Schrier Marist College</td>
<td>Amber Coleman-Mortley iCivics</td>
<td>Elizabeth Jones Game &amp;Tech Academy, GMU Shipley Owens Stonewall Middle School</td>
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<td>Don’t Play with the Law: Legal Aspects of Game Development</td>
<td>Activism through a Game about Drone Warfare</td>
<td>Working with Local Schools on Nutrition Education</td>
<td>Design Principles for Knowledge Games</td>
<td>Herding Cats: Handling Community Management and Social Media to Create Loyalty and Long Term Play</td>
<td>How Computer Game Design Impacts Literacy</td>
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LUNCH BREAK -- Pick up lunch boxes in lobby of the Hylton or Colgan Hall
| 2 - 3:15 p.m. | Dr. Michael Sutton  
FUNIFICATION | Phaedra Boinodiris  
IBM | David Wortley  
GAETSS, UK | M A Greenstein  
George Greenstein Institute | Rebecca Vieyra  
K-12 Teacher  
Chrystian Vieyra Vieyra Software | Ryan Schaaf  
Notre Dame of Maryland University |
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<tr>
<td>Game-Based Learning for Companies Through Flow and Flow-based Leadership: the FLIGBY Simulation</td>
<td>Using Games in Local, State Government</td>
<td>Trends in Serious Games for Health and Well-Being</td>
<td>Neurons Sparking: Generating 3-D Brain Game Narratives: A 3 Step Method</td>
<td>Mobile Apps and Sensors for STEM Teaching</td>
<td>Game On: Using Digital Games to Transform Teaching, Learning and Assessment</td>
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## Pre-Conference Sessions

### MONDAY, JULY 17, 2017: Hylton Performing Arts Center

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<tr>
<td>8:30-9 a.m.</td>
<td>Separate Registration Required for Pre-Conference Session</td>
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<tr>
<td>9 a.m.-4 p.m.</td>
<td><strong>Gamification Basics: A Certification Course for Program Leads and Trainers</strong>&lt;br&gt;Monica Cornetti, Sententia Gamification</td>
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<td>In this hands-on and interactive course, attendees will learn the 5-step process that gamifies a learning or talent development program. Learn how the playful elements of games can even be used to create behavior change so you can run or supervise more effective training programs for your organization. Upon completion, attendees will receive a “Level 1: Gamification Apprentice” Certification and six recertification credits with HRCI, SHRM or ATD.</td>
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### Evening Sessions

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<tr>
<td>7:30-8:30 p.m.</td>
<td><strong>The 2017-2021 Worldwide Game-based Learning Market</strong>&lt;br&gt;Sam Adkins, CEO, Metaari</td>
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<td>Adkins, the leading analyst in the serious games industry, will review key findings from two Metaari reports: <em>The 2017-2022 U.S. Consumer Mobile Educational Game Market</em> and <em>The 2017-2021 Worldwide Game-based Learning Market</em>. He will identify primary revenue opportunities for game designers and investors and the catalysts driving market change. Sam will also discuss the recent worldwide boom in investment activity.</td>
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<td><strong>Play Games with the CIA</strong></td>
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<td>Try your hand as a CIA officer! David Clopper, Rachel Grunspan and Volko Ruhnke will guide you through one of the games actually used for the nation’s spooks. There is only room for 8-10 players, but you can watch.</td>
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<td>6-7 p.m.</td>
<td><strong>Tour of Virginia Serious Games Institute (VLSI)</strong></td>
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<td>Walk (5 -10 minutes or move your car) over to Bull Run Hall to tour GMU’s innovative Virginia Serious Game Institute. VSGI is hosting a reception. Learn how VSGI supports translational applied-research in the areas of simulation, modelling and game design, rapid prototype development, high-value knowledge job creation and regional economic development through start-up business incubation and spin-out of high growth companies leading to commercialization.</td>
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<td>7:30-8:30 p.m.</td>
<td><strong>Become a Disaster Manager:</strong>&lt;br&gt;<strong>Red Cross VR Explorations for Flood Risk Management Downstream of Dams</strong>&lt;br&gt;Pablo Suarez, Red Cross Red Crescent Climate Change Centre, Simone Balog, Disaster Risk Management Analyst, Global Facility for Disaster Reduction and Recovery at The World Bank</td>
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<td>Can you help save lives and money by taking action before a disaster hits? A new virtual reality (VR) game created by the Red Cross/Red Crescent Climate Centre puts users in the shoes of decision makers, letting them decide whether or not to ring an alarm bell, stamp papers for aid delivery, and load supplies into a relief truck – all from a virtual hill overlooking the green valley and the surging waters of the dam.</td>
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