

Hylton Performing Arts Center, George Mason University, Science & Technology Campus, Manassas, VA

TUESDAY, JULY 18, 2017

8:45-9 a.  
m.

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

9:15 -  
10:30 a.  
m.

Plenary  
Panel

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  
José Antonio Bowen, President, Goucher College, Author, *Teaching Naked*  
Paulette Robinson, OPM/Center for Leadership Development, National Defense University

Moderator: Ran Hinrichs, CEO, 2b3d

Go to Your Preferred Room each hour for Conference Sessions

	Room A	Room B	Room C	Room D	Room E	Room F
	<b>CORPORATE KEYNOTE:</b>	<b>GOVT/MILITARY KEYNOTE:</b>	<b>HEALTHCARE KEYNOTE:</b>	<b>GAME DESIGN KEYNOTE:</b>	<b>EDUCATION &amp; HIGHER ED KEYNOTE:</b>	
10:45 - 11:30 a. m.	Dov Jacobson GamesThat Work  A 100-year-old Corporation Makes its First Game	Rita Bush Office of the Director of National Intelligence  How To Use Games To Remove Cognitive Bias in Analysis	Thomas Talbot USC Institute for Creative Technologies  Time to Leave the Lab: What Will it Take to Make Useful Games Viable for People and Businesses?	Kevin Dill Lockheed Martin Rotary and Mission Systems  AI Is the Game: Crafting Behavior that Creates an Experience that Drives Learning	José Antonio Bowen Author, <i>Teaching Naked</i> , Goucher College  -title of talk-	
11:45 - 12:30 p. m.	Jennifer McNamara BreakAway Games  Developer Secrets: How to Avoid Common Mistakes when Contracting for Serious Games	-name- Major Department of U.S. Govt  Using Games for Training a National Workforce	David Metcalf Institute for Simulation and Training, UCF  Mobile Games Developed for Military Healthcare Training	Dan White Filament Games  How VR Facilitates STEM Learning	Ira Sockowitz Learning Games Studios  How to Deliver Measureable Learning in Social Mobile Games	Pedro Pablo Cardoso Castro Leeds Beckett University, UK  A Methodology to Assess the Fitness of Commercial Games for Higher Education

12:30- 1:  
30 p.m.

LUNCH BREAK: Pick up lunch boxes in lobby of Hylton Center

	Room A	Room B	Room C	Room D	Room E	Room F
1:30 - 2: 15 p.m.	Michael DiPonio Quicken Loans  Working with Business Partners in Developing Serious Games for the Enterprise	Mark Covey Motion Reality  Multi-person, Tetherless, Free-motion, Virtual Reality For Law Enforcement Training	Scott Simpkins Applied Physics Laboratory Johns Hopkins  Using Games to Improve Clinical Practice and Healthcare Administration	Richard Lamb University of Buffalo  The Use of Measurement and Neuroimaging to Examine the Learning Affordances of Virtual Reality	Steve Isaacs Lisa Castaneda Mark Suter Current/Former Middle School Teachers  How Teachers Can Use VR in the Classroom: Beyond the Novelty	James Lester North Carolina State U  Narrative-Centered Learning Environments

2:30 - 3:15 p.m.	<p>Richard Boyd szl.it inc</p> <p>Machine Learning and Simulation for the Enterprise</p>	<p>To Be Confirmed DOD Contractor</p> <p>Challenges of Developing Training that Makes the Workforce Excited about Learning</p>	<p>Alexander Libin Georgetown University</p> <p>Predictive Analytics for Embedded Assessment Framework: Developing Data-based Multimedia Technologies</p>	<p>Kat English Rebecca Mir Ad Council</p> <p>Social Cause Gaming: Helping Millennials Develop Positive Saving Habits</p>	<p>Michelle Zimmerman Microsoft Innovation</p> <p>Classroom Innovations Using Serious Games</p>	<p>Peter Shea Middlesex Comm. College Michelle McIntyre U Massachusetts Boston Michelle Barthelemy Greenfield Comm. College How to Fund Serious Game Subscription Services</p>
3:15 - 3:45 pm	BREAK					
3:45 - 4:30 p.m.	<p>Trey Reyher Deloitte Digital</p>	<p>Alicia Sanchez Defense Acquisition University</p> <p>Complying with 508 for Government Contracting</p>	<p>Students From Univ of Washington iSchool with Ran Hinrichs</p> <p>Serious Play in Government Leadership Training</p>	<p>Kristen DiCerbo Pearson R&amp;D</p> <p>Building Engaging Games for Learning AND Assessment</p>	<p>Sande Chen SanuGames</p> <p>Designing Games For Social Impact</p>	<p>Carole Bagley Univ. of St. Thomas Patricia Myers Oak Grove Technologies</p> <p>Elements of Effective Instructional Learning Game Design</p>
<b>Workshops and Interactive Sessions</b>						
<b>Room A                      Room B                      Room C                      Room D                      Room E                      Room F</b>						
4:30 - 5:45 p.m.	<p>Sivasailam (Thiagi) Thiagarajan The Thiagi Group</p> <p>Workshop: Using Games to Teach Cultural Sensitivity</p>	<p>Leslie Robinson Trance4mation Games</p> <p>Social, Emotional Dialogue Games Provide Resilience, Stress Reduction for Police Officers, Veterans, Incarcerated</p>	<p>Kevin Holloway Center for Deployment Psychology Uniformed Services University of the Health Sciences</p> <p>Virtual Professional Training in Evidence Based Psychotherapies, Gaming for Behavioral Health Providers</p>	<p>Ed Metz US Dept of Education Tony Beck National Institute of Health Glen Larsen National Science Foundation</p> <p>SBIR and Other Funding Sources for Your Game</p>	<p>David Conover Connally High School</p> <p>Turn Your Classroom into a Global Cultural Learning Opportunity</p>	<p>Boris Willis Computer Game Design/VSGI George Mason University</p> <p>Using Choreographic Thinking in Serious Game Design</p>
<b>Exhibitor and Game Arcade</b>						
<b>To Join a No Host Dine Around Group for Dinner, Sign Up at Registration Desk in Hylton Performing Arts Center the a.m. or at Conference Desk in Bull Run Hall</b>						

Hylton Performing Arts Center, George Mason University, Science & Technology Campus, Manassas, VA

8:45 - 9:15 a.m.

**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

9:15 - 10:45 a.m.

Plenary Panel

**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**

11 a.m. - noon

Room A	Room B	Room C	Room D	Room E	Room F
<b>CORPORATE KEYNOTE:</b>	<b>GOVT/MILITARY KEYNOTE:</b>	<b>HEALTHCARE KEYNOTE:</b>	<b>GAME DESIGN KEYNOTE:</b>	<b>EDUCATION KEYNOTE:</b>	<b>HIGHER ED KEYNOTE:</b>
Doug Whatley BreakAway Games	Paulette Robinson Office of Personnel Management (OPM)	Ran Hinrichs 2b3d Studios	Jesse Schell Schell Games	Tammie Schrader State of WA AESD	Tony Crider Elon University
Ethics in Serious Games	Microlearning and Gamification in Policy Leadership	Using Games to Study the Psychological Impact of Military Deployment	Superchem: The VR Chemistry Lab	District-wide STEM Education, Using Games	Immersion, Role-playing, and Games in Higher Education: Reacting to the Past and Epic Finales

12 - 1 p.m.

**LUNCH BREAK -- Pick up Lunch Boxes in Lobby of the Hylton**

1 - 1:45 p.m.

Room A	Room B	Room C	Room D	Room E	Room F
Christopher J. Hazard Hazardous Software	John Burwell Bohemia Interactive Simulations	Walter Greenleaf Virtual Human Interaction Lab Stanford University	Peter Stidwill Gary Goldberger FableVision Studios	Justin Leites Touch Press	Seth Hudson Computer Game Design Doug Eyman Department of English, GMU
The Intersection Between Serious Games and Cyber Security	Lessons Learned from US Army Training	How Virtual and Augmented Reality Technology will Revolutionize Healthcare	The Importance of Co-Play: Building Playful Experiences for Families	Interruptions: Hardware, Operating System and Connectivity Issues that Interfere with Game Play	They Come for the Games; Stay for the Learning: Coordinating Undergraduate Games Research

2 - 2:45 p.m.	<p>Andrew Hughes Designing Digitally</p> <p>Immersive Learning and the Future of Workplace Learning</p>	<p>Spencer Frazier Lockheed Martin Rotary and Mission Systems</p> <p>How Biometrics Shape the Gameplay to the Individual: Discussion of Learning from Project for US Air Force</p>	<p>Dmitriy Babichenko Lorin Grieve, Jonathan Velez University of Pittsburgh</p> <p>To Scope or Not To Scope: Challenges of Gamifying Clinical Procedures Training</p>	<p>Mitch Weisburgh Academic Business Advisors Scott Brewster ThinkZone Games</p> <p>Figuring Out the Game of Selling to Schools</p>	<p>Jessica Pilsner Amazing Grace Christian School</p> <p>Multi-Discipline Game-Based Learning</p>	<p>Mish McIntyre U Mass Boston</p> <p>Aligning Assessments to Objectives</p>
2:45 - 3:15 pm <b>BREAK</b>						
3:15 - 4 p.m.	<p>Matt MacLaughlin US Army Training and Doctrine Command</p> <p>Mobile Games for Training Large Numbers of Workers</p>	<p>Dan Turner Clarity Health Assessment Systems</p> <p>Using Psychological Measures to Train for Police Officer Well-Being</p>	<p>Doris Rusch DePaul University</p> <p>Integrating Academia, Healthcare Professionals and Patients to Create a Learning Game for Chronically Ill Diseases</p>	<p>Lucas Blair Little Bird Games</p> <p>The Importance of Understanding and Designing for the Meta-game</p>	<p>Pascal Nataf Kim Berthiaume Affordance Studio</p> <p>Morbus Delirium: A Transmedia Game that Rethinks the Museum Experience</p>	<p>Joelle Pitts Ben Ward, Stefan Yates Kansas State University</p> <p>Multi Department Program: Online Games to Increase Information Literacy</p>
<b>Workshops and Interactive Sessions</b>						
4:15 - 5:30 p.m.	<p>Sam S. Adkins Metaari</p> <p>The 2017-2021 Worldwide Game-based Learning Market</p>	<p>James Piechocki Raytheon Blackbird Technologies</p> <p>10 Ways to Attract Venture Capital to Your Learning Innovations</p>	<p>Brad Turner Clinical Tools</p> <p>3D Virtual Reality Using Oculus to Teach Complicated 3D Structures</p>	<p>Terrence Gargiulo Accenture</p> <p>The Importance of Story In Games</p>	<p>Matt Farber Denville Township School Kevin Miklasz BrainPOP</p> <p>Moveable Game Jams for Kids: Coding for Social Change</p>	<p>Patrick Cerria TumbleJam</p> <p>Dalcroze Eurhythmics &amp; Classroom Management in Today's Developmentally Diverse Classrooms</p>

**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

THURSDAY, JULY 20, 2017

Report Directly to Session Classrooms in Hylton Performing Arts Center

	Room A	Room B	Room C	Room D	Room E	Room F
9 - 9:45 a.m.	<p>Ross Smith Microsoft</p> <p>Using Games for Customer Relations</p>	<p>Peter Jenkins Centers for Disease Control (CDC)</p> <p>CDC's Program to Incubate Games for Public Health Awareness</p>	<p>Kimberly Hieftje Yale Center for Health &amp; Learning Games</p> <p>Re-purposing Serious Games: Making the Development Time Count Twice (or More)</p>	<p>Rob Dieterich Skyboy Games</p> <p>Student-Developers and Teacher-Publishers: A Model for Project-Based Learning</p>	<p>Heidi McDonald iThive Doris Rusch DePaul University</p> <p>Guiding Principles for Teen Learning</p>	<p>Scott Martin James R. Casey Computer Game Design/VSGI</p> <p>Integrating an Academic Game Program and a National Game Applied-Research Institute</p>
9:45 - 10:30 a.m.	<p>J. Mark 'Atis' Lozano Atis Consulting</p> <p>Serious Play, Serious Training: Warriors As Your Student-Users</p>	<p>Paul Darvasi York University</p> <p>How Serious Games Aid Peace Education and Conflict Resolution (UNESCO Project)</p>	<p>Kenneth Bibbins PrepWorld Philliph Mutisya NC Central University</p> <p>Trauma Informed Game Based Learning for Kids</p>	<p>Phaedra Boinodiris IBM</p> <p>Beyond Empathetic Conversation Bots: How to Mine Data about Players to Create Impactful Experiences</p>	<p>Pat Keenan K12</p> <p>Sneaking Games Into STEM and CTE Programs and Getting Good Results!</p>	<p>Ryan Harrell Southern Adventist University Online Campus</p> <p>Ready to Fly: Drone Racing as a Motivation for Classroom Learning</p>
10:30 - 11 a.m.	Break					
11 a.m. - 11:45 p.m.	<p>Daniel Greenberg Media Rez</p> <p>Moving from Entertainment to Serious Games as an Indie, and Finding Funding</p>	<p>David Crusoe Boys &amp; Girls Clubs of Am</p> <p>How to Build an Engaging Digital Experience for Teens across an Organization with Hundreds of Chapters</p>	<p>Bernard Francois PreviewLabs, Belgium</p> <p>Why You Shouldn't Pursue Your First Idea</p>	<p>Evert Hoogendoorn IJsfontein, Netherlands</p> <p>Make It Work: Validation of Applied Games</p>	<p>Jett Black Dynepic, The Internet of Kids</p> <p>Enabling Safe, Personalized, Social Gaming for Kids</p>	<p>Matt Nolan Computer Game Design/VSGI George Mason University</p> <p>Arcology and Games: Designing Terrestrial Villages</p>
11:45.- 12:45 p. m.	LUNCH BREAK -- Pick up lunch boxes in lobby of the Hylton					
1 - 1:45 p. m.	<p>James Gatto Shepard Mullen</p> <p>Legal Aspects of Game Development</p>	<p>Beth Rogozinski Pear Therapeutics</p> <p>The Challenges of Creating Mobile Games for Regulated Health Situations</p>	<p>Lisa Marriott OHSU/PSU School of Public Health</p> <p>Working with Local Schools on Nutrition Education</p>	<p>Karen Schrier Marist College</p> <p>Design Principles for Knowledge Games</p>	<p>Amber Coleman-Mortley iCivics</p> <p>Herding Cats: Handling Community Management and Social Media to Create Loyalty and Long Term Play</p>	<p>Elizabeth Jones Game &amp;Tech Academy, GMU ShIPLEY OWENS Stonewall Middle School</p> <p>How Computer Game Design Impacts Literacy</p>
	Workshops and Interactive Sessions					

1:45 - 2:  
30  
p.m.

Dr. Michael Sutton  
FUNIFICATION

Game-Based Learning for  
Companies Through Flow  
and Flow-based Leadership:  
the FLIGBY Simulation

Phaedra Boinodiris  
IBM

Using Games in Local, State  
Government

David Wortley  
GAETSS, UK

Trends in Serious Games for  
Health and Well-Being

M A Greenstein  
George Greenstein Institute

Neurons Sparking:  
Generating 3-D Brain Game  
Narratives: A 3 Step Method

Rebecca Vieyra  
K-12 Teacher  
Chrystian Vieyra  
Vieyra Software

Mobile Apps and Sensors for  
STEM Teaching

Chris Totten  
American University

Teaching Serious Game  
Design through Classroom  
Play