

8:45 - 9 a.m.

Welcome: David Wu, Provost, George Mason University  
 Greetings, Tony Fung, Deputy Secretary, Technology, Commonwealth of Virginia  
 Announcements: Sue Bohle, Executive Director, Serious Play Conference

9:15 - 10:30 a.m.

**Plenary Panel: "What Have We Learned in the Last 10 Years and Where Are Serious Games Headed Next?"**

Tony Crider, Physics Department, Elon University  
 Paulette Robinson, OPM/Center for Leadership Development, National Defense University  
 Garth Jensen, Director for Innovation, NSWC Carderock  
 Kevin Holloway, Center for Deployment Psychology, Uniformed Services Univ of the Health Sciences

Moderator: Ran Hinrichs, CEO, 2b3d Studios

Plenary Panel

Go to your preferred room each hour for conference sessions. If you are heading next door to Beacon Hall, leave time -- it's a 2 minute walk.

	Lovey Lounge	Merchant Hall	Novant Rehearsal	Scene Shop	Beacon Hall Rm 1017	Gregory Theatre
	<b>CORPORATE KEYNOTE:</b>	<b>GOVT/MILITARY KEYNOTE:</b>	<b>HEALTHCARE KEYNOTE:</b>	<b>GAME DESIGN KEYNOTE:</b>	<b>K12 KEYNOTE:</b>	<b>HIGHER ED KEYNOTE:</b>
11 - 11:45 a.m.	Dov Jacobson GamesThat Work  Boeing Explores Game-Based Learning: What We Each Discovered	Paulette Robinson Office of Personnel Management (OPM)  Microlearning and Gamification in Policy Leadership	Kevin Holloway Center for Deployment Psychology Uniformed Services Univ Of the Health Sciences  Virtual Professional Training in Evidence Based Psychotherapies, Gaming for Behavioral Health Providers	Kevin Dill Lockheed Martin Rotary and Mission Systems  The AI /S the Game: Crafting the Behavior that Creates an Experience that Drives Learning	Tammie Schrader State of WA AESD  Systematic Gamification of a School and then its District	Tony Crider Elon University  Experiential Assessment with Virtual Reality: Lessons from Second Life, Reacting to the Past, and Epic Finales
Noon - 12:45 p.m.	Jennifer McNamara BreakAway Games  Developer Secrets: How to Avoid Common Mistakes when Contracting for Serious Games	Matt MacLaughlin U.S. Army Training and Doctrine Command  More with Less: How a Mobile Approach Can Be Used Effectively For Training	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

12:45- 1:45 pm **LUNCH BREAK:** Pick up lunch boxes in lobby; seating in Scene Shop in the Hylton; next door in Beacon Hall 1018 or outside

	Lovey Lounge	Merchant Hall	Novant	Scene Shop	Beacon Hall Rm 1017	Gregory Theatre
1:45 - 2:30 p.m.	Michael DiPonio Quicken Loans  Working with Business Partners in Developing Serious Games for the Enterprise	Pete Morrison Bohemia Interactive Simulations  Future-Proofing the Virtual Battlespace for the U.S. Military	Scott Simpkins Applied Physics Laboratory Johns Hopkins  Using Games to Improve Clinical Practice and Healthcare Administration	Richard Lamb University at Buffalo State University of New York  The Use of Measurement and Neuroimaging to Examine the Learning Affordances of Virtual Reality	Steve Isaacs, Mark Suter Current/Former Middle School Teachers  How Teachers Can Use VR in the Classroom: Beyond the Novelty	James Lester North Carolina State Univ  Narrative-Centered Learning Environments
2:45 - 3:30 p.m.	Richard Boyd Tanjo Inc.  Machine Learning and Simulation for the Enterprise	David Clopper Rachel Grunspan Volko Ruhnke Carolyn Reams CIA  Cloaks, Daggers & Dice: How the CIA Uses Games		Kat English Rebecca Mir Ad Council  Social Cause Gaming: Helping Millennials Develop Positive Saving Habits	Michelle Zimmerman Microsoft Innovation  Classroom Innovation and Multi Discipline Learning Stimulated by the Use of Games	Ryan Harrell Southern Adventist University Online Campus  Ready to Fly: Drone Racing as a Motivation For Classroom Learning

3:30 - 3:45 pm **BREAK**

	Merchant Hall	Lovey Lounge	Scene Shop	Novant	Beacon Hall Rm 1017	Gregory Theatre
4 - 4:45 p.m.	Ross Smith Microsoft  Serious Play in the Enterprise: Using Games for Customer Relations	Alicia Sanchez Defense Acquisition University  Complying with 508 for Government Contracting	Ran Hinrichs 2b3d Studios  Creating a Culture of Innovation and Immersion Inside the Development Team	Kristen DiCerbo Pearson R&D  Building Engaging Games for Learning AND Assessment	Sande Chen Consultant  Designing Games For Social Impact	Carole Bagley Univ. of St. Thomas Patricia Myers Oak Grove Technologies  Elements of Effective Instructional Learning Game Design

**Workshops and Interactive Sessions**

4:45- 6 p.m.	Sivasailam (Thiagi) Thiagarajan The Thiagi Group  Workshop: Using Games to Teach Cultural Sensitivity	James Piechocki Raytheon Blackbird Technologies  VR:Tech Disruptor or Pet Rock?	David A. Smith CEO.Vision  Immersive Computing and the Future of Collaboration	Ed Metz U.S. Dept of Education Tony Beck National Institute of Health Glenn Larsen National Science Foundation Marc Ruppel Natl Endowment for the Humanities  SBIR and Other Funding Sources for Your Game	Conversation with David Conover Connally High School  High Risk Kids: How a 4 year Program of Game Design is Turning Around Lives	Boris Willis Computer Game Design/VSGI George Mason University  Using Choreographic Thinking in Serious Game Design
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Exhibitors and Game Arcade in Lobby of Hylton; Dinner will be next door in Beacon Hall Rm 1018

Tonight's Bonus Evening Session will be a New Five Year Industry Report by Sam Adkins, Metaari, on the Size, Trends and Major Players in the Global Serious Games Market back in Merchant Hall, the main auditorium of the Hylton Performing Arts Center. See a detailed schedule of evening events on the back cover of the program.

8:45 - 9:15 a.m.

WEDNESDAY, JULY 19, 2017

Announcements, Sue Bohle, Executive Director, Serious Play Conference  
Welcome, Scott Martin, Founding Director, Virginia Serious Game Institute

9:15 - 9:30 a.m.

Nolan Bushnell, Founder of Atari  
Games and Learning - the Secret Bullet

9:30 - 10:45 a.m.

Plenary Panel

**Plenary Panel:**  
**How Can Serious Games Bring More Innovation, like Multi Discipline and Immersive Learning, to Education and Training?**

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

Go to your preferred room each hour for conference sessions.

	Gregory Theatre	Novant Rehearsal	Lovey Lounge	Beacon Hall	Scene Shop	Merchant Hall
	<b>CORPORATE KEYNOTE:</b>	<b>GOVT/MILITARY KEYNOTE:</b>	<b>HEALTHCARE KEYNOTE:</b>	<b>GAME DESIGN KEYNOTE:</b>	<b>K12 KEYNOTE:</b>	<b>HIGHER ED KEYNOTE:</b>
11 a.m. - noon	Doug Whatley BreakAway Games  Serious Games: The Ethics of 'Making a Difference'	Rita Bush Office of the Director of National Intelligence  How to Use Games to Mitigate 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?	Jesse Schell Schell Games  Superchem: The VR Chemistry Lab	Ryan Schaaf Notre Dame of Maryland University  Using Digital Games to Transform Teaching, Learning and Assessment	Scott Martin James R. Casey Computer Game Design/VSGI  Integrating an Academic Game Program and a National Game Applied-Research Institute
12 - 1 p.m.	LUNCH BREAK -- Pick up Lunch Boxes in Lobby of the Hylton.					
1:15 - 2 p.m.	Christopher J. Hazard Hazardous Software  The Intersection Between Serious Games and Cyber Security	Tobi Saulnier 1st Playable  Cognitive Bias Training Game Valuable for Everything from Law Enforcement to Teens	Walter Greenleaf Virtual Human Interaction Lab Stanford University School of Medicine  How Virtual and Augmented Reality Technology will Revolutionize Healthcare	Peter Stidwill Gary Goldberger FableVision Studios  The Importance of Co-Play: Building Playful Experiences for Families	David Deeds SchutzAm School Alexandria, Egypt  It's Not Whether You Win or Lose: GBL Hits and Misses in K-12	Seth Hudson Computer Game Design Doug Eymann 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	James Collins U.S. Department of Education Elizabeth Newbury Wilson Center  Education and Competitive Gaming: Why Esports Is Impacting Classrooms	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.	Sivasallam (Thiagi) Thiagarajan The Thiagi Group  How To Start and Run a Training Program	Dan Turner Clarity Health Assessment Systems  Using Psychological Measures to Train for Police Officer Well-Being	David Wortley GAETSS, UK  Trends in Serious Games for Health and Well-Being	Lucas Blair Little Bird Games  The Importance of Understanding and Designing for the Meta-game	Avery Rueb Affordance Studio  Morbus Delirium: A Transmedia Game that Rethinks the Museum Experience	Mish McIntyre U Mass Boston  Designing an Effective VR Learning Experience
	<b>Workshops and Interactive Sessions</b>					
4:30 - 6 p.m.	Ask Agger Workz, Denmark  From Learning to Doing: How Behavioral Design Helps Make Better Games and How Games Can Be Used in Behavioral Design	Leslie Robinson Trance4mation Games  Social, Emotional Dialogue Games Provide Resilience, Stress Reduction for Police Officers, Veterans, Incarcerated	Dmitry Babichenko Jonathan Velez University of Pittsburgh  To Scope or Not To Scope: Challenges of Gamifying Clinical Procedures Training		Kevin Miklasz BrainPOP  Moveable Game Jams for Kids: Coding for Social Change	Patrick Cerria TumbleJam  Dalcroze Eurhythmics & Classroom Management in Today's Developmentally Diverse Classrooms

**EVENING PROGRAM**

6 - 6:45 p.m. Tour of Virginia Serious Games Institute (VSGI) in Bull Run Hall (5 min walk). If walking is an issue, a FEW parking can be found in the lot across from Bull Run). Reception food.

7 p.m. Award Presentation to International Serious Play Gold Medal Winners in Verizon Auditorium in Colgan Hall (adjacent to Bull Run).

7:30 p.m. Special Session by Red Cross/Red Crescent, on a VR game being used for Disaster Prep Training worldwide, will follow the Award Ceremony.

Go Directly to Session Classrooms in Hylton Performing Arts Center or the Verizon Auditorium in Colgan Hall

	Scene Shop	Lovey Lounge	Novant Rehearsal	Merchant Hall	Gregory Theatre	Beacon Hall 1017
	CORPORATE TRACK:	GOVT/MILITARY TRACK:	HEALTHCARE TRACK:	GAME DESIGN TRACK:	K12 TRACK:	HIGHER ED TRACK:
9 - 9:45 a.m.	<p>Sharon Gander Institute for Performance Improvement Judy Hale, Hale Associates</p> <p>The Challenge of Certification: Providing More Robust Assessments through Games</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>Bernard Francois PreviewLabs</p> <p>Why You Shouldn't Pursue Your First Idea</p>	<p>Rob Dieterich Skyboy Games</p> <p>Student-Developers and Teacher-Publishers: A Model For Project-based Learning</p>	<p>Matt Nolan Computer Game Design/VSGI George Mason University</p> <p>Arcology and Games: Designing Terrestrial Villages</p>
10 - 10:45 a.m.	<p>J. Mark 'Atis' Lozano Atis Consulting</p> <p>Serious Play, Serious Training: Warriors Vs Adult Students</p>	<p>Paul Darvasi York University</p> <p>How Serious Games Aid Peace Education and Conflict Resolution (UNESCO Project)</p>	<p>Heidi McDonald Susan Rivers iThrive</p> <p>Guiding Principles For Teen Games</p>	<p>Phaedra Boinodiris IBM</p> <p>Beyond Empathetic Conversation Bots: How to Mine Data about Players to Create Impactful Experiences</p>	<p>Peggy Sheehy Epic Learners Teaching and Consulting</p> <p>EXCALIBUR: Leveraging Game Design to Teach beyond STEM</p>	<p>Chris Totten American University</p> <p>Teaching Serious Game Design through Classroom Play</p>
10:45 - 11:15	Break					
11:15 a.m. - noon	<p>Daniel Greenberg Media Rez</p> <p>You Can't Be Serious: An Entertainment Game Maker Seeks Fun and Funding in the Serious Games Space</p>	<p>Chris Hazard Hazardous Software</p> <p>Multi-nation, Multi-INT, Multi-domain: Lessons Learned Working with NATO</p>	<p>Beth Rogozinski Pear Therapeutics</p> <p>The Challenges of Creating Mobile Games for Regulated Health Situations</p>	<p>Karen Schrier Marist College</p> <p>Design Principles for Knowledge Games</p>	<p>Phaedra Boinodiris IBM</p> <p>Out-Thinking Old School</p>	<p>Evert Hoogendoorn IJsfontein, Netherlands</p> <p>Make It Work: Validation of Applied Games</p>
Noon - 1 p.m.	LUNCH BREAK					
1 - 1:45 p.m.	<p>David Crusoe Boys &amp; Girls Clubs of Am</p> <p>Engineering Visitor Digital Experience using Play, Learning and Social Engagement</p>	<p>Phaedra Boinodiris IBM</p> <p>Using Games in Local, State Government</p>	<p>Lisa Marriott OHSU/PSU School of Public Health</p> <p>Working with Local Schools on Nutrition Education</p>	<p>Kevin Allen Ei Games</p> <p>Game Play Design and the Hero's Journey: How Emotion and Authenticity Drive Player Engagement</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>
2 - 3:15 p.m.	<p>James Gatto Shepard Mullen</p> <p>Don't Play with the Law: Legal Aspects of Game Development</p>		<p>Kenneth Bibbins PrepWorld</p> <p>Trauma Informed Game Based Learning for Kids</p>	<p>Michael Sutton FUNIFICATION</p> <p>Game-Based Learning for Companies Through Flow and Flow-based Leadership: The FLIGBY Simulation</p>	<p>Rebecca Vieyra K-12 Teacher Chrystian Vieyra Vieyra Software</p> <p>Mobile Apps and Sensors for STEM Teaching</p>	<p>M A Greenstein George Greenstein Institute</p> <p>Neurons Sparking: Generating 3-D Brain Game Narratives: A 3 Step Method</p>

PRE-CONFERENCE SESSIONS

MONDAY, JULY 17, 2017: Hylton Performing Arts Center

Novant Rehearsal Room: Separate Registration Required for this Pre-Conference Session

**Gamification Basics: A Certification Course for Program Leads and Trainers**  
Monica Cornetti, Sententia Games

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.

BONUS EVENING SESSIONS OPEN TO ALL

TUESDAY, JULY 18, 2017

Merchant Hall

**The 2017-2021 Worldwide Game-based Learning Market**  
Sam Adkins, CEO, Metaari

Adkins, the leading analyst in the serious games industry, will review key findings from two Metaari reports: *The 2017-2022 U.S. Consumer Mobile Educational Game Market* and *The 2017-2021 Worldwide Game-based Learning Market*. 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.

Scene Shop

**Play Games with the CIA**

Try your hand as a CIA officer! David Clopper, Rachel Grunspan and Volko Ruhnke will guide you through one of the board games actually used for the nation's spooks. There is only room for 8-10 players per table, but you can watch.

WEDNESDAY, JULY 19, 2017

Bull Run Hall

**Tour of Virginia Serious Games Institute (VSGI)**

Host: Scott Martin, Founding Director, GMU Computer Game Design Program and the Virginia Serious Game Institute (VSGI)

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.

Hosted Reception/Light Dinner during Tour of VSGI

Verizon Auditorium, Colgan Hall (After the Tour) Adjacent to Bull Run Hall

**Award Ceremony**

Hosts: Sue Bohle, Executive Director, Serious Play Conference; Darius Clarke, Competition Supervisor

Winners of the 2017 Serious Play Conference will be honored at this informal event.

**Become a Disaster Manager:**

**Red Cross VR Explorations for Flood Risk Management Downstream of Dams**

Pablo Suarez, Associate Director, Research and Innovation, Red Cross Red Crescent Climate Change Centre  
Simone Balog, Disaster Risk Management Analyst, Global Facility for Disaster Reduction and Recovery at The World Bank

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.