### Lovey Lounge
- **11:45-12:45 p.m.**
  - Michael DiPonio
    - Quicken Loans
  - Working with Business Partners in Developing Serious Games for the Enterprise

### Merchant Hall
- **11:45-12:45 p.m.**
  - Pete Morrison
    - Bohemia Interactive Simulations
  - Future-Proofing the Virtual Battlespace for the U.S. Military

### Novant
- **11:45-12:45 p.m.**
  - Scott Simpkins
    - Applied Physics Laboratory
  - Using Games to Improve Clinical Practice and Healthcare Administration

### Scene Shop
- **11:45-12:45 p.m.**
  - Richard Lamb
    - University at Buffalo State University of New York
  - The Use of Measurement and Neuroimaging to Examine the Learning Affordances of Virtual Reality

### Beacon Hall Rm 1017
- **11:45-12:45 p.m.**
  - Steve Isaacs, Mark Suter
    - Current/Former Middle School Teachers
  - How Teachers Can Use VR in the Classroom: Beyond the Novelty

### Gregory Theatre
- **11:45-12:45 p.m.**
  - James Lester
    - North Carolina State Univ
  - Narrative-Centered Learning Environments

### Noon - 12:45 p.m.
- **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 Rm 1018 or outside

### 1:45 - 2:45 p.m.
- **Lunch Break**
  - BreakAway Games
    - Jennifer McLanahan
  - Develop Secrets: How to Avoid Common Mistakes when Contracting for Serious Games

### BreakAway Games
- **2:45 - 3:45 p.m.**
  - David Clopper
    - Volko Ruhnke
  - Machine Learning and Simulation for the Enterprise

### BreakAway Games
- **3:45 - 4:45 p.m.**
  - Cloaks, Daggers & Dice: How the CIA Uses Games

### 3:45 - 4:45 p.m.
- **Break**

### Merchants Hall
- **3:45 - 4:45 p.m.**
  - Alicia Sanchez
    - Defense Acquisition University
  - Complying with 508 for Government Contracting

### Lovey Lounge
- **3:45 - 4:45 p.m.**
  - Ran Hinrichs
    - 2b3d Studios
  - Creating a Culture of Innovation and Immersion Inside the Development Team

### Scene Shop
- **3:45 - 4:45 p.m.**
  - Kristen DiCerbo
    - Pearson R&D
  - Building Engaging Games for Learning AND Assessment

### Novant
- **3:45 - 4:45 p.m.**
  - Sande Chen
    - Consultant
  - Designing Games For Social Impact

### Beacon Hall Rm 1017
- **3:45 - 4:45 p.m.**
  - Carole Bagley
    - Univ. of St. Thomas
  - Patricia Myers
    - Oak Grove Technologies
  - Elements of Effective Instructional Learning Game Design

### Gregory Theatre
- **3:45 - 4:45 p.m.**
  - Boris Willis
    - Game Design/VSIG
  - George Mason University
  - Using Choreographic Thinking in Serious Game Design

### Workshops and Interactive Sessions
- **4:45 - 6:00 p.m.**
  - Sivasailam (Thiagi)
    - The Thiagi Group
    - Workshop: Using Games to Teach Cultural Sensitivity

### James Piechocki
- **4:45 - 6:00 p.m.**
  - Blackbird Technologies
  - Improving Computing and the Future of Collaboration

### David A. Smith
- **4:45 - 6:00 p.m.**
  - CEO Vision
  - U.S. Dept of Education
  - Tony Beck
    - National Institute of Health
  - National Science Foundation
  - Marc Ruppel
    - Natl Endowment for the Humanities
  - SBIR and Other Funding Sources for Your Game

### Conversation with
- **4:45 - 6:00 p.m.**
  - David Conover
    - Ready to Fly: Drone Racing as a Motivation For Classroom Learning

### High Risk Kids: a 4 year Program of Game Design is Turning Around Lives

### 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 Hyton Performing Arts Center. See a detailed schedule of evening events on the back cover of the program.
WEDNESDAY, JULY 19, 2017

Announcements, Sue Bohle, Executive Director, Serious Play Conference
Welcome, Scott Martin, Founding Director, Virginia Serious Game Institute
Nolan Bushnell, Founder of Atari
Games and Learning - the Secret Bullet

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.

<table>
<thead>
<tr>
<th>Gregory Theatre</th>
<th>Novant Rehearsal</th>
<th>Lovey Lounge</th>
<th>Beacon Hall</th>
<th>Scene Shop</th>
<th>Merchant Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORPORATE KEYNOTE:</td>
<td>GOVT/MILITARY KEYNOTE:</td>
<td>HEALTHCARE KEYNOTE:</td>
<td>GAME DESIGN KEYNOTE:</td>
<td>K12 KEYNOTE:</td>
<td>HIGHER ED KEYNOTE:</td>
</tr>
<tr>
<td>Doug Whately BreakAway Games</td>
<td>Rita Bush Office of the Director of National Intelligence</td>
<td>Thomas Talbot USC Institute for Creative Technologies</td>
<td>Jesse Schell Schell Games</td>
<td>Ryan Schaal Notre Dame of Maryland University</td>
<td>Scott Martin James R. Casey Computer Game Design/VSGI</td>
</tr>
<tr>
<td>Serious Games: The Ethics of 'Making a Difference'</td>
<td>How to Use Games to Mitigate Cognitive Bias in Analysis</td>
<td>Time to Leave the Lab: What Will it Take to Make Useful Games Viable for People and Businesses?</td>
<td>Superchem: The VR Chemistry Lab</td>
<td>Using Digital Games to Transform Teaching, Learning and Assessment</td>
<td>Integrating an Academic Game Program and a National Game Applied-Research Institute</td>
</tr>
<tr>
<td>11 a.m. - noon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LUNCH BREAK -- Pick up Lunch Boxes in Lobby of the Hylton.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 - 1 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15 - 2 p.m.</td>
<td>Christopher J. Hazard Hazardsoft</td>
<td>Tobi Saulnier 1st Playable</td>
<td>Walter Greenleaf Virtual Human Interaction Lab</td>
<td>Peter Stidwill Gary Goldberger FableVision Studios</td>
<td>David Deeds SchutzAm School Alexandria, Egypt</td>
</tr>
<tr>
<td>The Intersection Between Serious Games and Cyber Security</td>
<td>Cognitive Bias Training Game Valuable for Everything from Law Enforcement to Teens</td>
<td>Stanford University School of Medicine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:15 - 3 p.m.</td>
<td>Andrew Hughes Designing Digitally</td>
<td>Spencer Frazier Lockheed Martin Rotary and Mission Systems</td>
<td>Brad Tanner Clinical Tools</td>
<td>Mitch Weisburgh Academic Business Advisors</td>
<td>James Collins U.S. Department of Education</td>
</tr>
<tr>
<td>Immersive Learning and the Future of Workplace Learning</td>
<td>Asses and Augment: Toward Games &amp; Training With Biophysical Sensors</td>
<td>3D Virtual Reality Using Oculus to Teach Complicated 3D Structures in Healthcare</td>
<td>Scott Brewster ThinkZone Games</td>
<td>Elizabeth Newbury Wilson Center</td>
<td>Education and Competitive Gaming: Why Esports Is Impacting Classrooms</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Figuring Out the Game of Selling to Schools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:15 p.m.</td>
<td>Sivasailam (Thiagi) Thiagarajan The Thiagi Group</td>
<td>Dan Turner Clarity Health Assessment Systems</td>
<td>David Wortley GAETSS, UK</td>
<td>Lucas Blair Little Bird Games</td>
<td>Avery Rusb Affordance Studio</td>
</tr>
<tr>
<td>How To Start and Run a Training Program</td>
<td>Using Psychological Measures to Train for Police Officer Well-Being</td>
<td>Trends in Serious Games for Health and Well-Being</td>
<td>The Importance of Understanding and Designing for the Meta-game</td>
<td></td>
<td>Morbus Delirium: A Transmedia Game that Rethinks the Museum Experience</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 - 5:45 p.m.</td>
<td>Ask Agger Workz, Denmark</td>
<td>Leslie Robinson Trance4mation Games</td>
<td>Dmitry Babichenko Jonathan Velez University of Pittsburgh</td>
<td>Kevin Miklasz BrainPOP</td>
<td>Patrick Cerria TumbleJam</td>
</tr>
<tr>
<td>5:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING PROGRAM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
## PRE-CONFERENCE SESSIONS

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

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

**8:30-9 a.m.**

**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**

**7:30-8:30 p.m.**

**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**

**7:30-8:30 p.m.**

**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, modeling 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.

**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.

**7:30-8:30 p.m.**

**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.