SERIOUS PLAY CONFERENCE

Jacobs School of Medicine & Biomedical Sciences Building

9 - 9:15 a.m.	**TUESDAY, JULY 17, 2018** Welcome: Dr. Alan Lesse, Senior Associate Dean for Medical Curriculum, Jacobs School of Medicine & Biomedical Sciences			
9:15 - 10:15 a.m.	**Plenary Panel: The Future of Serious Games** **Juuriaan van Rijswick, Games for Health Europe Thomas Talbot, University of Southern California Institute for Creative Technologies Paul Darvasi, Innovative K12 Educator and Game Designer Jesse Hartloff, Computer Science and Engineering, GMU**			

	Room 2213A	Room 2213B	Room 1225A	Room 1225B	Room 1226
	CORPORATE	**HEALTHCARE**	**K-12: SPECIAL AREAS OF LEARNING**	**HIGHER ED**	**GAME DESIGN**
10:30 - 11:15 a.m.	**Doug Whatley BreakAway Games** **What is a Game Designer (and Why Do you Need One?)**	**Jurriaan van Rijswijk Games for Health Europe** **The Transformation of Healthcare**	**Sonja Schmer-Galunder Smart Information Flow Technologies** **Psychology & Story Telling: How Games Can Be Used to Motivate Behavior Change**	**Rajiv Vaid Basalawmolt Aahus University, UK** **Teaching for "Disruption Resilience" -- the Value of Game-based Learning and Entrepreneurial Principles**	**Tobi Saulnier 1st Playable** **Cognitive Bias and Game Design**
11:15 a.m. - NOON	**Monica Cornetti Sententia Games** **Preparing Your Training Leads to Run Gamification Programs**	**Thomas Talbot, MD USC Institute for Creative Technologies** **State of the Living - Medical Games & Lifelike Patients**	**Hanadi Chehabeddin Hanadi sbc** **Techniques for Classrooms with Muslim Kids**	**Melissa Murfin Elon University** **Wins + Fails Designing Educational Games for the Classroom**	**Quiana Bradshaw Kaplan University** **Flow + Elemental Tetrad in World of Warcraft; Minecraft**
noon - 1:15 p.m.	**LUNCH IN ROOM 1220**				
1:30- 2:15 p.m.	**Jonathan Estes Smart Game Systems** **Building Game Culture for Behavior Change and Innovation**	**Stephen Baer The Game Agency** **How Big Pharma Is Using Games to Train Employees**	**Anastasia Goodstein Ad Council** **Unconscious Bias, Diversity and Inclusion: A Location-Based Game**	**Gabrielle Trépanier-Jobin UQAM** **Using Serious Games and Gamification Techniques In Higher Education**	**Kevin Hulme School of Engineering, UB** **Game-based Experiential Learning for Road Vehicle Dynamics Education**
2:30- 3:15 p.m.	**Michael DiPonio Quicken Loans** **Serious Games in the Enterprise Learning Ecosystem**	**Ellis Bartholemeos Ellis in Wonderland** **Designing Games For the Elderly**	**Avery Rueb Affordance Studio** **Conversational Games For Language Learning**	**Stephen Yang SUNY Oswego** **Getting Serious(ly) Fit Playing with Apps & ExerGames**	**Nancy Fernandez Crosswater Media** **Practical Pedagogy: A Realistic Take on VR in the Classroom**
3:15 - 3:45	**BREAK**				
	Room	Room	Room	Room	Room
4 - 4:45 p.m.	**Chitra Sarmma Organizations & Alternatives India** **Using Traditional Games for Organizational Culture Building**	**Karen Zinnerstrom, MD Jacobs School of Medicine & Biomedical Sciences** **Jacobs School New Clinical Training Simulation Lab (Tour: Requires Pre-Registration)**	**Nate Stone Ottercation** **Equity Games: Establishing a Love of Learning**	**Amanda Seccia Neuroscience Lab at UB** **The Psychology Behind Serious Games**	**John Futscher Buffalo Game Space** **Game Design as a Tool for Teen & Adult Education**
4:45 - 5:15 p.m.	**Morten Jaeger Workz** **Games to Build Collaboration within an Executive Team (Interactive Session)**	**John Rossman, MD MASTTAR Lab Jacobs School** **Jacobs School New Surgery Simulations Lab (Tour: Requires Pre-Registration)**	**Ed Tech Panel: Paul Darvasi, Tammie Schrader, Peggy Sheehy, John Fallon** **When, Where & How To Employ Games (and Get Buy In from Administrators)**	**Karen Schrier-Shaenfield Marist College** **Generating Empathy and Compassion through Games**	**Ellis Bartholomeos Ellis in Wonderland** **Internet of Elephants: A Conservation Game**

Exhibitors 5:15 - 6 p.m.
No Host Dine Arounds: Join a Group by Signing up at the Reception Desk; everyone splits the check.

Wednesday, July 18, 2018

No Plenary today. Go to your preferred room each hour for conference sessions

	Room 2213A	Room 2213B	Room 1225A	Room 1225B	Room 1226
	CORPORATE	HEALTHCARE	K12	HIGHER EDUCATION	GAME/INSTRUCTIONAL DESIGN
9 a.m. - 10 a.m.	John Kolm Team Results USA Reality-Based Gaming Without Computers	Dennis Glenn Dennis Glenn LLC Collaborative Techniques To Design & Market Virtual Healthcare Sims	Tammie Schrader State of Washington ASD Building a State-Wide, Game-Based Science Curriculum	Peter Shea Middlesex College Dan Siegel, Full Sail Paul Martin, Arizona State Bill Kapralos, Univ of Ontario Ann DeMarle Champlain College	Jenn MacNamara BreakAway Games Client Centered Game Design
10:15 - 11 a.m.	Morten Jaeger Workz Getting Serious Games To Tell the Story You Want	Tim Laning Grendel Games Designing Entertaining and Effective Healthcare Education	Paul Darvasi York University Global Culture, Psychogeography and Gaming the City	DOUBLE SESSION Interactive Discussion: Serious Games in Higher Ed A View from the Trenches	Terrence Gargiulo Making Stories.net The Importance of Story in Games
11 - 11:30 a.m.	BREAK				
11:30 - 12:15 a.m.	Jeff Meador Portico and VR/AR Association Best Practices for Creating Training Scenarios in XR	Dmitriy Babichenko Loren Grieve Ravi Patel University of Pittsburgh Mapping Game Design To Transformational Outcomes	Peggy Sheehy Suffern Middle School From Idea to Reality: Excalibur - A Student Game Design Class	Alvaro Uribe Quevedo University of Ontario Institute of Technology Custom-made User Input Devices in Serious Game Design	Leon Young Cogniss The Rise of No Code Platforms + the Democratization of Serious Games
12:15 - 1:30 p.m.	LUNCH IN ROOM 1220				
1:30 - 2:15 p.m.	Eduard Babulak Natl Science Foundation The Role of Computer Emergency Response Teams (CERTs) In the Future	Brad Tanner HealthImpact Studio Engaging Tomorrow's Learners with Impact Focused Reality Games	John Fallon Fairfield Country Day School Learning Lies: Using "Her Story" to Develop Skeptical Students	Richard Lamb Neuroscience Lab, UB Virtual Environments for Teacher Training and Student Engagement	Andy Cargile Smart Technologies Bringing Gaming into Classrooms at Scale
2:30 - 3:15 p.m.	Jesse Jacobson Games that Work Growing with Boeing: What We Learn from Each Other	Bill Kapralos, U of Ontario Inst of Tech + Collaborative Human Immersive Interaction Lab Embracing Serious Gaming and Immersive Technologies In Medical Education	Paul Darvasi, York University James Donnelly Royal St. George's College Everything is Negotiable: A Corporate Training Game's Journey to a HS Classroom	James Kiggens Adtalem Global Education VR to Enhance Higher Ed Curriculums	Jane Ji Springbay Studio Creating Games with Social Impact Gabrielle Trépanier Jobin Université du Québec à Montréal Using Games and Gamification to Foster Serious Play in Higher Education
3:15 - 3:45 p.m.	BREAK				
4 - 4:45 p.m.	Bette Gardner, Jeff Heil Breakthrough Learning Rx for Organizational Performance: Teaching Cross Functional Collaboration	Eric Bauman, Adtalem; Lisa Buckley, Ross U School of Medicine; Dan White, Filament Games The Role of Embedded Content in Healthcare Training Products	Bron Stuckey Innovative Educational Ideas Making an Impact with Gameful Practices: A Few of the Best Examples I've Seen	Bill Culbertson New England Inst of Tech Whooplah, LLC Cooperative Game Dev Projects Between Industry and Higher Ed	Ahmed Hossam Sara ElKady Gampact//International Gamification Confederation (Gamfed) The Learning Experience Journey for Designers
4:45 - 5:15 p.m.	Doug Whatley BreakAway Games Creating Games for Corporate Training	Tim Laning Grundel Games Amsterdam VR for Surgical Skill Training	Alex Fernandez Bak USA Victoria Van Voorrhis 2nd Ave Learning Augmented Reality: Learning Tools for K12 Created Through Collaboration	Ann DeMarle Champlain College ALT-Classroom: Building a Dev Studio Inside Academia for Student and Partner Success	Dan White Filament Games How VR Changes Learning

Exhibitors Open 5:15 - 7 p.m.
5:30 - 9:30 p.m.   Game Night. Enjoy playing games with winners of the Serious Play Awards program as well as conference exhibitors

Thursday, July 19, 2018

Go Directly to the Session of Your Choice

	Room 2213A	Room 2213B	Room 1225A	Room 1225B	Room 1226
9 a.m. - 9:15 a.m.	NEW USES FOR SERIOUS GAMES	VR FOR PATIENT REHABILITATION Dr. David Burganowski Center for Rehabilitation Synergy	BUSINESS HELP & FUNDING OPPS	HIGHER EDUCATION	GAME DESIGN
9:15- 10 a.m.	Rich Mamura, Caitlin Robie Tier I Performance Solutions 5 Game Design Principles To Ensure Organizational Readiness thru Engagement	Julio Alvarez Guzman Virtualware How Virtual Reality Improves Disease Treatment and Management	Sam Marrazzo Buffalo Niagara Medical Center Opportunities and Help for Start-ups	Sandra Urdaneta-Hartmann Mary Ann Comunale Drexel College of Medicine Mobile Game Design, Development + Assessment on a "Bootstrap" Budget	Peter Guenther Torrance Learning Tracking Player Progress in Serious Games with xAPI
10 - 10:45 a.m.	John Futscher Research & Engineering Development (RED) How Games Help the Navy Maintain Aircraft	Dennis Glenn Dennis Glenn LLC Non-Immersive vs Immersive Environments for Patient Care	Mark Ruppel National Endowment for the Humanities (NEH) Game Design and Funding in the Humanities	Brenda Sherry Upper Grand DSB, Ontario, Canada How the Learning Sciences Support Innovation	Micheal Peters Crosswater Digital Media Overcoming the Obstacle Course of VR Content Development
10:45 - 11:15					
11:15 - 12:30	Pascal Nataf, Kim Berthiaume Affordance Studio Using an AR Game to Teach Employees Full Use of Microsoft Office 365	Jurriaan van Rijswijk Games for Health Europe Netherlands Research, Projects and Companies Using VR & AR for Patient Rehabilitation	Rajesh Mehta SBIR/STTR Program National Science Foundation Informational Session on NSF Grants	Amber Muenzenberger Triseum Making Games the Center of the Course	Jesse Hartloff Computer Science and Engineering, UB Using Game Elements to Teach Computer Science
12:30 - 1:30 p.m.	LUNCH IN ROOM 1220				
1:45 - 2:15 p.m.	Tim Dasey MIT Lincoln Laboratory Games for Analysis of Technologies in Human-Intensive Systems	Angela Robert Conquor Experience Eric Bauman, James Kiggens Adtalem Global Education DOUBLE SESSION	Dina Markowitz Life Sciences Learning Ctr University of Rochester NIH Funding Opps for SEPA, SBIR + STTR grants	Lisa Stephens, Tim Leyh, UB, School of Engineering; Armin St. George, Crosswater Digital Media; Miguel, ibl Education DOUBLE SESSION	Victoria Van Voorhis Second Ave Learning Ms. Pacman & Laura Croft: Getting beyond #Gamergate and #MeToo
2:30- 3:15 p.m.	Michelle Goodridge Wilfrid Laurier University Developing Language Skills and Connections through Board Games	Virtual Simulations for Nursing Training	Sean Kearney TechWise How to Talk to the Money People	Integrating VR into Open edX (MOOC delivery) for Instruction	Jaehee Cho Stitchbridge Examining the Holocaust Through Interactive Story Telling & Virtual Reality
3:30 - 4:15 p.m.		Sam Marrazzo Buffalo Niagara Medical Center Healthcare Games Using Augmented Reality	Joshua Jordan North Forney High School Evaluating Games and Applications for English Language Learners		David Deeds Schultz American School, Egypt Using ILEs in K12

MONDAY, JULY 16, 2018:

9 a.m.-4:30 p.m

Gamification Basics: A Certification Course for Program Leads and Trainers. Room 1110
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.

TUESDAY, JULY 17, 2018

4 - 5:30 p.m.

Tours of Jacobs School of Medicine and Biomedical Sciences Surgery and Clinical Simulation Labs
Speakers and attendees interest in healthcare can sign up at registration for the tours. Numbers are limited, so pre-registration in required. These tours replace sessions in the healthcare track. Attendees not joining the tour may join any other session.

7:30-8:30 p.m.

No Host Dine Arounds
If you would like to join a group for no-host dinner (everyone splits the check), sign up a the Registration Desk, Choose a speaker or another attendees that has offered to lead the dinner and chosen a restaurant. Transportation plans and the address of the restaurant will be on the sign-up sheet. Meet on first floor near Registration.

WEDNESDAY, JULY 18, 2018

6-9:30 p.m.

Room 1220: Same as Lunch
Game Night
Award winners in the International Serious Play Competition as well as local game companies will show their games. Board games as well as digital games will be available, providing attendees with the opportunity to try interesting games, network and enjoy a social activity.

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CENTER ON Rehabilitation Synergy

EXHIBITORS

ADTALEM GLOBAL EDUCATION

Friday Night at the ER

Health Impact STUDIO

bak usa

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BUFFALO GAME SPACE

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