



KEY INFO

Event	Serious Play 2025
Dates	Main Conference August 13 -15 / Esports Summit August 16
Venue	St John Fisher University
Theme	Explore how the power of play, games and gamification are transforming education, training, and knowledge mobilization. This is where learning and innovation come to play.
Description	Celebrating its 18th year, the Serious Play Conference 2025 is North America's largest dedicated games and learning conference. Under a new leadership team, the event is a must-attend for anyone interested in the transformative power of games and play. With over 80 sessions and 120+ speakers, the conference covers everything from game development to education, and from healthcare to heritage. Whether you're looking to level-up your professional skills, connect with experts, or just have fun, there's something for everyone. Experience hands-on workshops, panels, talks, networking opportunities, and the chance to play innovative games including XR, VR, and AR.
Tracks	Game Development, Higher Ed, K12, Healthcare, Culture & Society, Corporate, Government & Non-Government
Hashtag	#seriousplay25
Social Media	Linkedin , Facebook , X , Instagram
Format	In-Person
Time Zone	GMT-4
Pass Types and Prices	US\$250 – US\$750
Meeting Platfor	Brella
Awards	Our annual International Serious Play Awards recognize outstanding games in various categories, including digital and analog games developed commercially and by students.
Press & Media Passes	Please write to info@seriousplayconf.com



KEY INFO

Event	Serious Play Conference Europe 2026
Dates	18 -19 June 2026
Venue	KUZ Kulturzentrum Mainz cultural centre
Theme	Explore how the power of play, games and gamification are transforming education, training, and knowledge mobilization. This is where learning and innovation come to play.
Description	The Serious Play Conference Europe 2026 is a must-attend event for anyone passionate about the transformative power of games and play. Featuring more than 35 leading speakers, the program spans topics from game development to education, and from healthcare to cultural heritage. Whether you're aiming to sharpen your professional skills, connect with experts, or simply enjoy the experience, there's something for everyone. Join us for hands-on workshops, panels, talks, networking opportunities, and the chance to play cutting-edge games across XR, VR, and AR.
Cross-sector	Inspiration & Activation Stages
Tracks	Game Development, Higher Ed, K12, Healthcare, Culture & Society, Corporate, Government & Non-Government
Hashtag	#SeriousPlayEurope26
Social Media	Linkedin , Facebook , X , Instagram
Format	In-Person
Meeting Platfor	Brella
Awards	Our annual International Serious Play Awards recognize outstanding games in various categories, including digital and analog games developed commercially and by students.
Sponsorship	More Info
Press & Media Passes	Please write to info@seriousplayconf.com