



**DICE**

**BARCELONA**  
**SEPT. 13-15 2015**





## WHAT IS D.I.C.E. EUROPE?

NOW IN IT'S THIRD YEAR, D.I.C.E. EUROPE WILL BE HOSTED SEPTEMBER 13-15, 2015 AT THE W HOTEL BARCELONA, SPAIN. THIS 3 DAY EVENT WILL MAKE THE MOST OF THE STUNNING SURROUNDINGS, OFFERING A RELAXING, RESORT ATMOSPHERE IN WHICH ATTENDEES WILL BE TREATED TO INSIGHTFUL SPEAKER PROGRAMMING AND AN INTIMATE EXCHANGE OF IDEAS. ATTENDEES WILL PARTICIPATE IN ROUND TABLE DISCUSSIONS HOSTED BY TOP TALENT REVOLVING AROUND TOPICAL ISSUES AFFECTING THE BUSINESS AND THE ART FORM.





**DICE**

## THE ART OF ENGAGEMENT

OURS IS AN ART FORM DEFINED AND ELEVATED BY ENGAGEMENT — THE PROWESS AND TALENT TO ACQUIRE AND RETAIN ENTHUSIASTIC FANS, TO INTRIGUE AND ENGROSS WITH NEW OR VENERABLE EXPERIENCES AND TECHNOLOGIES, AND TO LEAD AND ENGAGE FROM WITHIN, IN ORDER TO EXTEND OUR ABILITY TO IMMERSE AUDIENCES AT-LARGE. FOR D.I.C.E. EUROPE, WE WILL EXPLORE THE MAGICAL AND SOMETIMES ELUSIVE ART OF ENGAGEMENT — THE VARYING WAYS WE ENLIST AND ENRAPTURE OTHERS AS WE BUILD THE ENTERTAINMENT MEDIUM OF THE FUTURE.



A photograph of the W Barcelona hotel, a large, curved, glass-clad building with a prominent 'W' logo at the top. In the foreground, there is a large outdoor swimming pool with several lounge chairs and white umbrellas. People are seen relaxing on the chairs. The sky is clear and blue.

# 3-DAY EXECUTIVE RETREAT ON THE MEDITERRANEAN

W BARCELONA, POPULARLY KNOWN AS THE HOTEL VELA (SAIL HOTEL), IS A BUILDING DESIGNED BY RICARDO BOFILL AND LOCATED IN THE BARCELONETA DISTRICT ON THE PORT OF BARCELONA. THE BUILDING STANDS IN 7 HECTARES OF LAND RECLAIMED FROM THE SEA SURFACE IN THE CONSTRUCTION OF THE NEW ENTRANCE TO THE HARBOR.

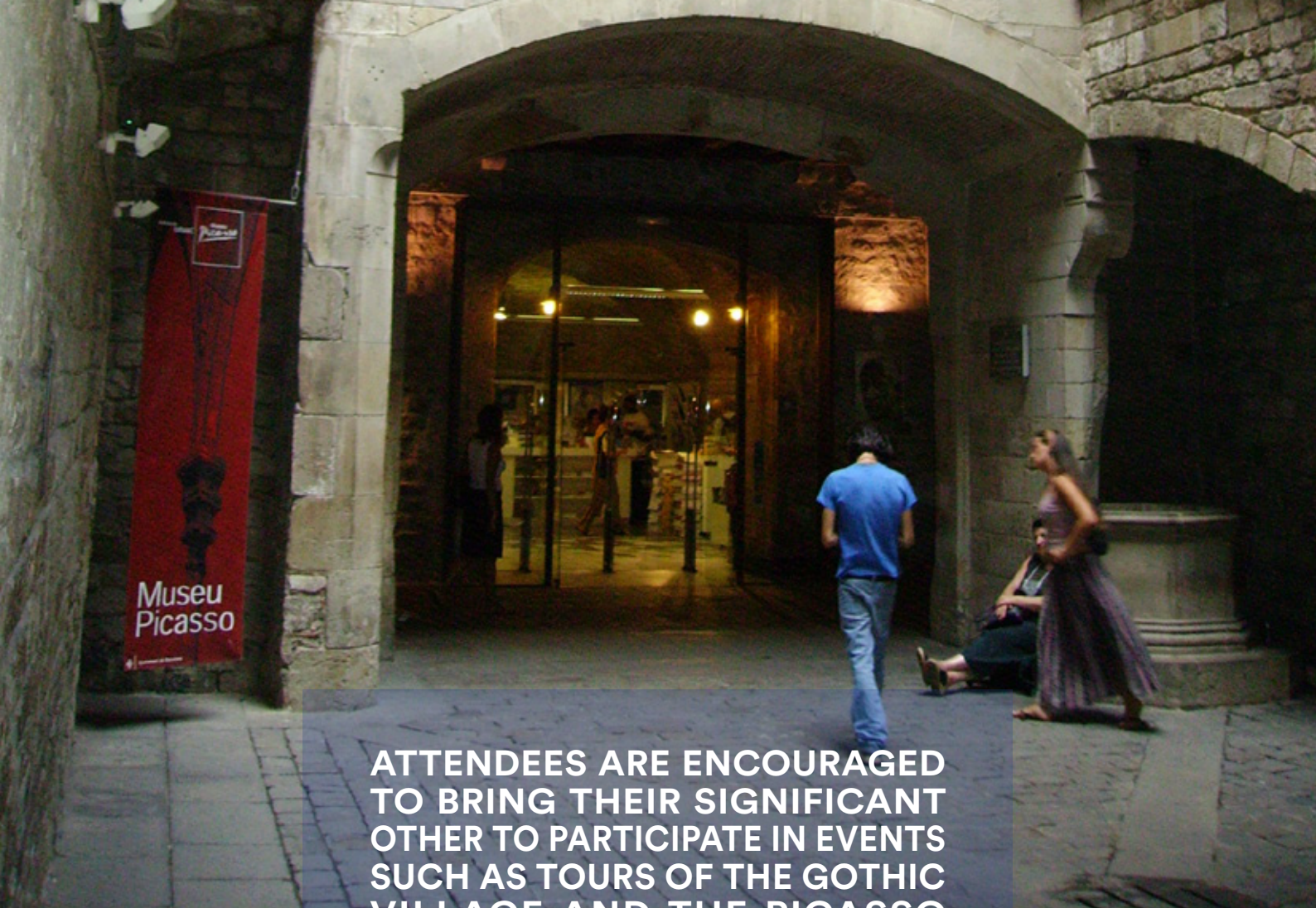




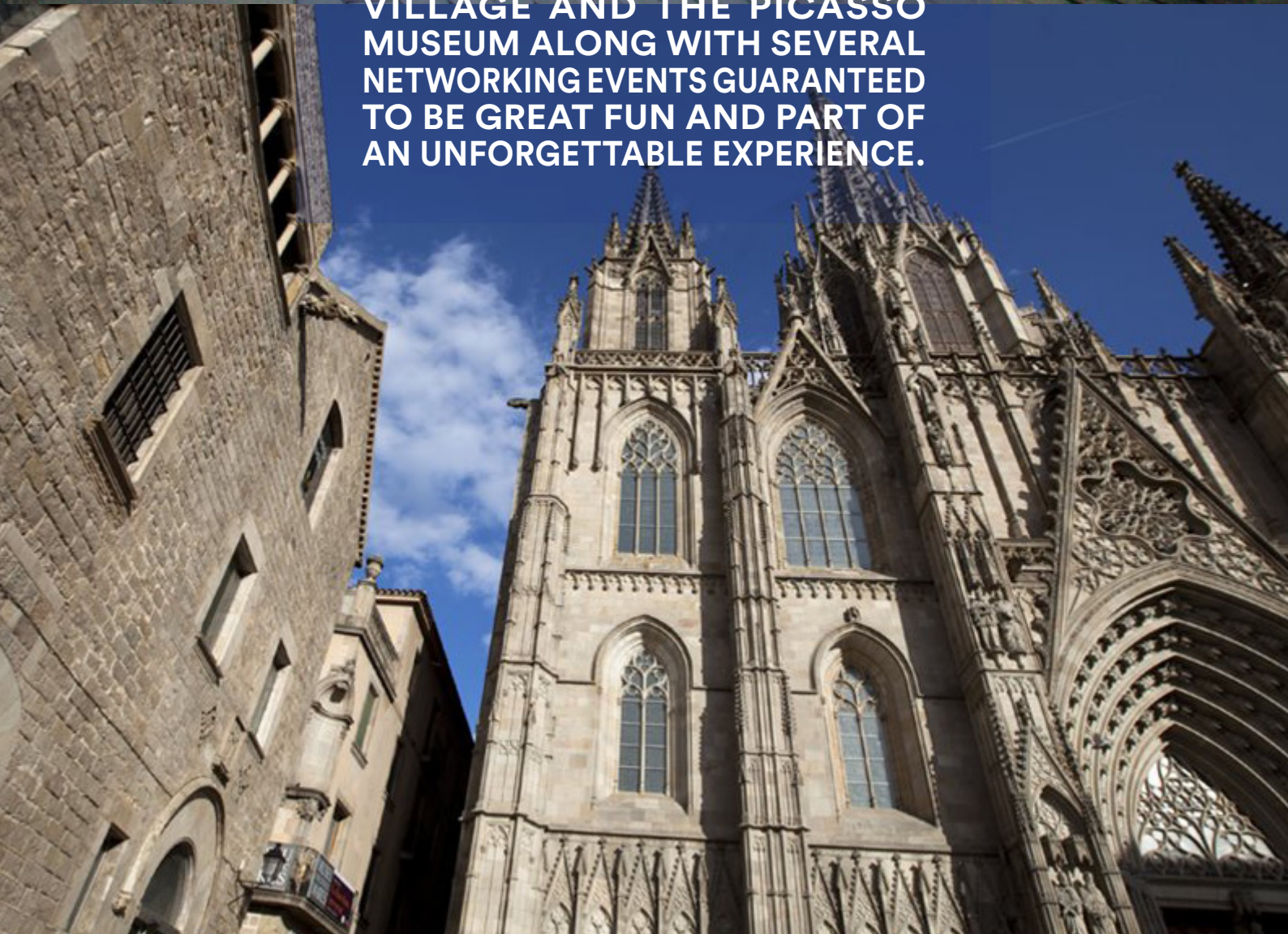
**THE W HOTEL HAS LARGE SEA VIEWS AND NATURAL LIGHT, BOASTS A ROOF TOP BAR WITH PANORAMIC CITY VIEWS, OUTDOOR CABANA POOLS, BEACH FRONT TERRACES AND MUCH MORE. A PERFECT WEEKEND GETAWAY TO BRING YOUR SPOUSE AND ENJOY THE GORGEOUS FACILITIES!**







**ATTENDEES ARE ENCOURAGED TO BRING THEIR SIGNIFICANT OTHER TO PARTICIPATE IN EVENTS SUCH AS TOURS OF THE GOTHIC VILLAGE AND THE PICASSO MUSEUM ALONG WITH SEVERAL NETWORKING EVENTS GUARANTEED TO BE GREAT FUN AND PART OF AN UNFORGETTABLE EXPERIENCE.**







**WHY ATTEND  
D.I.C.E. EUROPE?**

**MEET C-LEVEL  
INDUSTRY LEADERS**

**NETWORK WITH PEERS**

**JOIN IN LEADING EDGE  
ROUNDTABLE DISCUSSIONS**

**LEARN FROM  
INFLUENTIAL SPEAKERS**

**ENJOY BARCELONA WITH  
YOUR SPOUSE AND FAMILY**





# MAKE CONNECTIONS

D.I.C.E. IS WELL-KNOWN FOR ITS ENDLESS NETWORKING OPPORTUNITIES. MULTIPLE EVENTS ENABLE C-LEVEL EXECUTIVES TO BUILD RELATIONSHIPS THAT WILL SPAN OVER YEARS.

CURATED ROUNDTABLE DISCUSSIONS WITH INDUSTRY EXPERTS

GOTHIC QUARTER AND PICASSO MUSEUM TOUR

TRADITIONAL HAM AND WINE PAIRING AT W HOTEL

D.I.C.E. EUROPE OPENING NIGHT PARTY AT SUN DECK TERRACE



WELCOME NIGHT DRINKS AT ECLIPSE BAR

CLOSING NIGHT RECEPTION AT WOW CABANAS

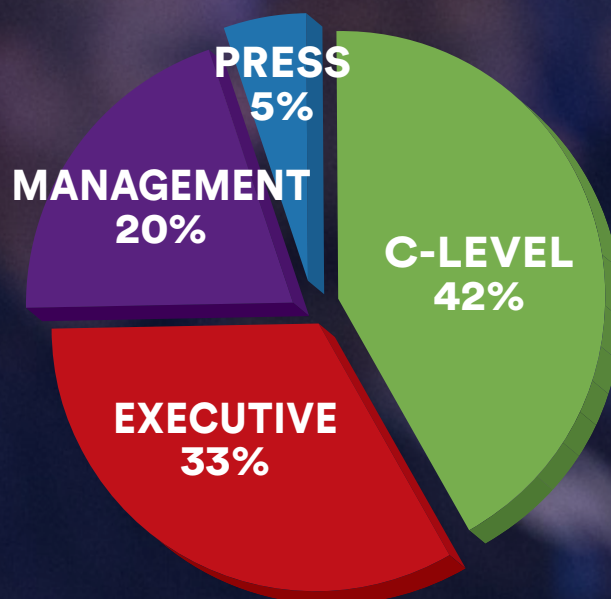




# WHO ATTENDS D.I.C.E. EUROPE?

ATTENDEES INCLUDE MAJOR INTERACTIVE ENTERTAINMENT PUBLISHERS AND DEVELOPERS ALONG WITH SOME OF THE BRIGHTEST AND MOST INFLUENTIAL INDUSTRY LEADERS, DECISION MAKERS AND VISIONARIES.

## 2014 ATTENDEE BREAKDOWN





# TOP INDUSTRY SPEAKERS

D.I.C.E. IS RENOWNED FOR JUMP-STARTING THE KEY INDUSTRY CONVERSATIONS THAT RESONATE THROUGHOUT THE YEAR, AND EXPLORING THE TRENDS, WHICH DIRECTLY IMPACT THE INDUSTRY. SPEAKERS ARE LUMINARIES WHO ENLIGHTEN, INSPIRE AND CHALLENGE THE ATTENDEES FROM THE VIDEO GAME WORLD AS WELL AS OTHER INDUSTRIES THAT LEAD IN CREATIVITY AND COMMERCE.



**MICHAEL DENNY**  
SONY  
SONY WW STUDIOS EUROPE  
VICE PRESIDENT

MICHAEL IS SENIOR VICE PRESIDENT OF SONY COMPUTER ENTERTAINMENT WORLDWIDE STUDIOS EUROPE, HEADING UP THE COMPANY'S GAME DEVELOPMENT OPERATIONS IN EUROPE. HIS RESPONSIBILITIES INCLUDE MANAGING ALL INTERNAL STUDIOS AND EXTERNALLY DEVELOPED FIRST PARTY PRODUCTIONS.



**GREG ESSIG**  
MOBCRUSH  
CO-HEAD OF BIZ DEV

GREG IS RESPONSIBLE FOR SCALING THE MOBCRUSH THROUGH PARTNERSHIPS WITH GAME MAKERS, BRANDS, PLATFORM AND TECHNOLOGY COMPANIES.



**TOMMY FRANCOIS**  
UBISOFT  
NEW IP EDITORIAL DIRECTOR

TOMMY IS IN CHARGE OF DEVELOPING NEW FRANCHISES AT UBISOFT, SUPPORTING STUDIOS THROUGHOUT THE CREATIVE PROCESS AND HELPING THEM ACHIEVE THE BEST GAME PLAY EXPERIENCE.



**KEVIN FRANKLIN**  
343 INDUSTRIES  
DESIGN DIRECTOR

KEVIN JOINED 343 INDUSTRIES IN 2010, AND HAS LED THE MULTIPLAYER TEAM ON BOTH HALO 4, AND THE UPCOMING HALO 5: GUARDIANS, MICROSOFT'S LARGEST INVESTMENT IN MULTIPLAYER EVER.



**DAVID HELGASON**  
UNITY TECHNOLOGIES  
FOUNDER

DAVID LEADS UNITY TECHNOLOGIES IN ITS MISSION TO DEMOCRATIZE GAME DEVELOPMENT THROUGH THE BEST TECHNOLOGY, THE BEST TOOLS, AND THE BEST BUSINESS PRACTICES.



**JEFF HILBERT**  
DDM  
FOUNDER AND CO-CEO

JEFF HILBERT IS THE FOUNDER AND CO-CEO OF DDM AND IS PERSONALLY FOCUSED ON OPENING NEW MARKETS, ADVISING DEVELOPERS, PUBLISHERS AND INVESTORS AND THE STRATEGIC DIRECTION OF DDM.





**AARON LOEB**  
KABAM  
SVP OF STUDIOS

AARON LOEB OVERSEES STUDIOS IN SAN FRANCISCO AND VANCOUVER WHERE MORE THAN 400 DEVELOPERS, ARTISTS, LOCALIZATION EXPERTS AND PLAYER EXPERIENCE REPRESENTATIVES ARE RESPONSIBLE FOR MANY OF KABAM'S ORIGINAL HIT GAMES AND GAMES DEVELOPED IN PARTNERSHIP WITH HOLLYWOOD STUDIOS.



**JEFF LYNDON**  
IDREAM SKY  
CO-FOUNDER

JEFF LYNDON IS THE CO-FOUNDER OF IDREAMSKY, THE LARGEST MOBILE GAME PUBLISHING PLATFORM IN CHINA. HE HAS OVER 14 YEARS OF EXPERIENCE IN GAME DEVELOPMENT AND PUBLISHING INDUSTRIES.



**NANCY MACINTYRE**  
FINGERPRINT  
CEO & CO-FOUNDER

NANCY MACINTYRE IS THE FOUNDER AND CEO OF FINGERPRINT, WHICH CURATES MOBILE PLAY-AND-LEARN CONTENT, INCLUDING GAMES AND E-BOOKS FOR FAMILIES AROUND THE WORLD BY POWERING BRANDED MOBILE NETWORKS, INCLUDING SAMSUNG KIDS TIME AND SYLVAN PLAY.



**JAMIL MOLEDINA**  
GOOGLE PLAY  
BUSINESS DEVELOPMENT

JAMIL LEADS GAMES STRATEGIC PARTNERSHIPS ON THE BUSINESS DEVELOPMENT TEAM FOR GOOGLE PLAY. JAMIL HAS HEADED A GAME DEVELOPMENT STARTUP, LEAD BUSINESS DEVELOPMENT FOR FUNZIO THROUGH ITS ACQUISITION, SIGNED PUBLISHING DEALS AT EA, AND MANAGED GDC AND GAME DEVELOPER MAGAZINE.



**MICHAEL PACTER**  
WEDBUSH SECURITIES  
MANAGING DIRECTOR

MICHAEL IS AN ANALYST AT WEDBUSH SECURITIES PROVIDING COVERAGE OF THE ENTERTAINMENT SOFTWARE, ENTERTAINMENT RETAIL, SOCIAL INTERNET AND E-COMMERCE & MOVIES AND ENTERTAINMENT SECTORS.



**MARIA SAYANS**  
ELECTRONIC ARTS  
SENIOR MARKETING DIRECTOR

MARIA SAYANS HEADS UP PRODUCT MARKETING, BRAND MARKETING AND LIVE SERVICES FOR THE BATTLEFIELD AND MIRROR'S EDGE FRANCHISES, BASED AT DICE IN STOCKHOLM.



**ALF TAN**  
AMAZON  
HEAD OF GAMES, BUSINESS  
DEVELOPMENT

ALF MAKES AMAZON A GREAT PLATFORM FOR DEVELOPERS TO PUBLISH THEIR GAMES ON AND FOR CUSTOMERS TO BUY THEIR GAMES FROM. TAN JOINED AMAZON AFTER 12 YEARS AT MICROSOFT ON THE XBOX TEAM.



## REGISTER AT [DICEEUROPE.ORG](http://DICEEUROPE.ORG)

ATTENDEE SPOUSES ARE WELCOME TO JOIN SUNDAY TOURS, ACTIVITIES AND PARTIES FREE OF CHARGE

### D.I.C.E. EUROPE PASS (WITH 3 NIGHT HOTEL) BEST VALUE

(INCLUDES ALL ACTIVITIES)

3 NIGHTS AT W HOTEL BARCELONA, ARRIVING SUNDAY AND DEPARTING WEDNESDAY

SUNDAY TOURS AND ACTIVITIES  
MONDAY CONFERENCE PASS  
TUESDAY ROUNDTABLE DISCUSSIONS  
NETWORKING OPPORTUNITIES  
ALL PARTIES

REGISTRATION FEE	MEMBER	NON-MEMBER	IF REGISTERED BY
SUPER EARLY BIRD	\$2,425	\$2,595	JUNE 12, 2015
REGULAR RATE	\$2,775	\$2,995	SEPTEMBER 7, 2015
ON-SITE REGISTRATION	\$3,155	\$3,395	SEPTEMBER 14, 2015

### D.I.C.E. EUROPE PASS (WITHOUT HOTEL)

(INCLUDES ALL ACTIVITIES)

SUNDAY TOURS AND ACTIVITIES  
MONDAY CONFERENCE PASS  
TUESDAY ROUNDTABLE DISCUSSIONS  
NETWORKING OPPORTUNITIES  
ALL PARTIES

REGISTRATION FEE	MEMBER	NON-MEMBER	IF REGISTERED BY
SUPER EARLY BIRD	\$1,715	\$1,895	JUNE 12, 2015
REGULAR RATE	\$2,075	\$2,295	SEPTEMBER 7, 2015
ON-SITE REGISTRATION	\$2,455	\$2,695	SEPTEMBER 14, 2015

FOR MEMBER DISCOUNT, PLEASE CONTACT  
NIYOSHA ARTHUR AT [NIYOSHA@INTERACTIVE.ORG](mailto:NIYOSHA@INTERACTIVE.ORG)

ALL REGISTRATION PERIODS END AT MIDNIGHT EST. REGISTRATION CLOSES ON FRIDAY SEPTEMBER 4, 2015! **CANCELLATION POLICY:** THERE WILL BE A \$200.00 PROCESSING FEE FOR EVERY D.I.C.E. SUMMIT PASS CANCELLATION. CANCELLATIONS ARE ACCEPTED UNTIL FRIDAY AUGUST 7, 2015. REFUNDS WILL NOT BE GIVEN FOR ANY TYPE OF CANCELLATION AFTER FRIDAY AUGUST 7, 2015. THERE IS A \$55.00 PROCESSING FEE FOR ALL TRANSFERS.

**FOR SPONSORSHIP OPPORTUNITIES  
PLEASE CONTACT [MARTIN@INTERACTIVE.ORG](mailto:MARTIN@INTERACTIVE.ORG)**





# ACADEMY — OF — INTERACTIVE ARTS & SCIENCES

THE ACADEMY OF INTERACTIVE ARTS & SCIENCES (AIAS) WAS FOUNDED IN 1996 AS A NOT-FOR-PROFIT ORGANIZATION WHOSE MISSION IS TO PROMOTE, ADVANCE AND RECOGNIZE THE OUTSTANDING ACHIEVEMENTS IN THE INTERACTIVE ENTERTAINMENT INDUSTRY WORLDWIDE. THE ACADEMY CONDUCTS ITS ANNUAL AWARDS SHOW, THE D.I.C.E. AWARDS, TO CELEBRATE AND HONOR CREATIVE ACCOMPLISHMENTS IN THE FIELD. TO FURTHER ENHANCE AWARENESS OF THE ACADEMY'S VISION, THE ORGANIZATION CREATED THE D.I.C.E. (DESIGN, INNOVATE, COMMUNICATE, ENTERTAIN) SUMMIT IN 2002, A ONCE YEARLY CONFERENCE DEDICATED TO EXPLORING APPROACHES TO THE CREATIVE PROCESS AND ARTISTIC EXPRESSION AS THEY UNIQUELY APPLY TO THE DEVELOPMENT OF INTERACTIVE ENTERTAINMENT. TO MEET THE DEMAND FOR A EUROPEAN CONFERENCE, THE INAUGURAL D.I.C.E. EUROPE EVENT BEGAN IN LONDON IN 2013. WITH MORE THAN 30,000 MEMBERS, INCLUDING ELECTRONIC ARTS, MICROSOFT, SONY, NINTENDO, WARGAMING, BETHESDA GAME STUDIOS, UBISOFT, VALVE SOFTWARE, GREE, GEARBOX SOFTWARE, NEXON AND INSOMNIAC GAMES, AMONG OTHERS.

MORE INFORMATION CAN BE FOUND AT  
[WWW.INTERACTIVE.ORG](http://WWW.INTERACTIVE.ORG) AND [WWW.DICEEUROPE.ORG](http://WWW.DICEEUROPE.ORG).