

2017 D.I.C.E EUROPE ANNOUNCES CONFERENCE KEYNOTE SPEAKER HERMEN HULST MANAGING DIRECTOR, CO-FOUNDER OF GUERRILLA GAMES

LOS ANGELES – May 2, 2017 – The Academy of Interactive Arts & Sciences is pleased to announce the 5th Annual D.I.C.E. Europe event, which will take place this year at the Hotel Cascais Miragem in Portugal. This year's event will be taking place September 10-12, 2017, where leading European video game executives can take advantage of the premier networking opportunities, listen to key speakers and participate in focused roundtables to tackle some of the industry's biggest ideas and trends.

This year's D.I.C.E. Summit theme kicking off in Portugal and extending to the D.I.C.E. Summit, Las Vegas will explore the idea, *MADE BETTER*. Speakers this year will examine the full spectrum of what drives the creative development process within the interactive entertainment community. What are the measures of success, and how do we design towards them? How do we evolve and balance innovation risk? How do we inspire individuals and teams to drive change? D.I.C.E. Europe speakers will share personal insights and experiences on how they foster creativity and prosperity within the video game industry today and beyond.

The AIAS is pleased to announce its first round of speakers:

- **Hermen Hulst**, Managing Director and Co-Founder, Guerrilla Games. At Guerrilla, Hulst was responsible for overseeing the *Killzone* franchise and most recently the very successful new open-world action RPG, *Horizon Zero Dawn*. At D.I.C.E. Europe, Hulst will be giving the conference keynote speech on his studio's creative pivot to develop their new IP.
- **Hendrik Lesser**, Chairman, European Games Developer Federation (EGDF) and CEO and Founder of Remote Control Productions.

This year's D.I.C.E. theme - *MADE BETTER* - embodies the universal commitment by our industry to continuously push itself forward in craft and innovation," said Min Kim, Chairman of the Academy of Interactive Arts & Sciences and Co-founder of Bonfire Studios. "While the Academy gathers at the D.I.C.E Awards to celebrate the best efforts of each year, we attend the Summits to be a part of the community that recognizes we are on a never ending journey of becoming better."

The conference will reprise its popular roundtable sessions, where executives have a chance to debate, analyze and generate focused solutions amongst their brightest peers in a private, intimate setting. Attendees will find that they come out of these sessions with ideas and feedback that they are able to implement in their own companies and practices.

D.I.C.E. is famous for its key networking opportunities, where attendees delve into the day's most exciting talks and discussions. Included in the price of the conference pass to all attendees is a tour of picturesque Portuguese town of Sintra, cocktail hours and evening parties for a chance to unwind and connect with attendees.

Early bird rates end June 29, 2017. Reserve your tickets now at www.diceeurope.org.

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