

## NEW SPEAKING SESSIONS ADDED FOR 2015 D.I.C.E. EUROPE IN BARCELONA

### *Leading Industry Sessions Cover Art of Engagement*

**LOS ANGELES – JUNE 29, 2015** - The Academy of Interactive Arts & Sciences confirmed three additional speakers for the 3<sup>rd</sup> D.I.C.E. Europe conference (#DICE2015) taking place Sept. 13-15, 2015 at the W Barcelona. Invited speakers will draw from their unique experiences to share their perspective on the conference theme, *Art of Engagement* including their thoughts on trends and challenges in the 2015 games industry landscape.

Newly confirmed to take the stage:

- **Kevin Franklin**, Design Director at 343 Industries - Franklin led the Multiplayer design team on *Halo 4* and is now the Multiplayer Design Director on the upcoming *Halo 5: Guardians*. Franklin will be presenting on “Just One More Game” discussing the challenges of engaging a hardcore player base, as well as expanding Halo multiplayer to appeal to new players.
- **Aaron Loeb**, Senior Vice President of Studios at Kabam - Loeb will present on how the meaning of "good" games in the free-to-play industry has evolved over the years and how game makers are making great games now. His discussion will focus on how developers marry AAA game production with highly iterative data-driven designs when making great games with mass appeal for a global audience, using examples from Kabam's hit game *Marvel Contest of Champions*.
- **Maria Sayans**, Senior Marketing Director at Electronic Arts - Sayans heads up Product Marketing, Brand Marketing and Live Services for the *Battlefield* and *Mirror's Edge* franchises. Sayans will present on a session titled “Player engagement: what we learned from *Battlefield 4*.”

These industry experts will join previously announced speakers: **David Helgason**, Founder at Unity Technologies; **Greg Essig**, Head of Business Development at FunPlus; **Michael Denny**, Senior Vice President of Sony Computer Entertainment Worldwide Studios Europe; **Michael Pachter**, Managing Director at Wedbush Securities; **Alf Tan**, Head of Games Business Development at Amazon; **Tommy Francois**, New IP Editorial Director at Ubisoft

D.I.C.E. Europe, now in its third year, will take place September 13-15, 2015 at the [W Hotel Barcelona](#). This three-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. New for this year to deepen attendee engagement will be the inclusion of a full day of break-out sessions on day three, a unique opportunity for attendees to engage with industry peers in topical workshops designed to foster new learning and relationships.

**Registration for the 2015 D.I.C.E. Europe event is currently open. Regular registration ends September 7, book your ticket at [www.diceeurope.org](http://www.diceeurope.org).**

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