

THURSDAY 14

FRIDAY 15

SATURDAY 16

SUNDAY 17

07:00-09:00

Running 5 and 10 km RUN LAB GDEU

Cycling 2.5 hours GDEU

10:00-10:30

OPENING BY  
ALEXEY GUBAREV  
CO-FOUNDER  
techisland

User Acquisition, Doing Marketing At Scale For Both Gaming And Non-Gaming Apps.  
- Divergent Models & Strategies:  
- Targeting Tactics:  
- Audience-Centric Approach:  
- Cross-Sector Learnings.  
Anh Nguyen, VP of Marketing Wolf

OPENING

10:30-11:00

The Mobile Gaming Business: The Promising 2024?  
Our perspective on:  
- revenue,  
- users,  
- investments,  
- main opportunities and challenges.  
Mariusz Gasiewski, Gaming Lead, CEE Google

Growth Strategies 2023 That Worked (Or Not!)  
Anton Yakovlev, CMO Nexters

My Top Of Monetization Techniques In 2023.  
- Addressing Different Player Types  
- Overview of Monetization Methods  
- In-Game Monetization Elements  
- Analysis and Examples for Each Strategy  
Ivan Kozyev, COO Crazy Panda

11:00-11:30

Winning With Data: Growing Mobile Game Revenue In The Age Of AI  
- Overview of AI and Gen AI in gaming.  
- Market expectations and how to react.  
- Recent monetization tips and tricks.  
- The potential of AI in boosting gaming revenue.  
Roman Khomchuk, Mobile Apps Consultant, Google/AdMob

GameDev 2023: The Ultimate Battle For Attention.  
Key engagement, monetization and market trends to watch.  
Dmitrii Ilinov, Senior Solution Executive data.ai

Free-To-Play Renaissance: Energizing Established Games  
- Strategic Framework for Growth of Established Games  
- Navigating Industry Advancements  
- True Insights, Real Examples and Success Stories  
Jakub Trancik, Product Director Kalibri Games

11:30-12:00

Growing Your Brand In Gaming: Strategic And Operational Approach  
- The importance of branding in gaming.  
- Presentation of research data and case studies.  
- Argument for building brands in the gaming industry.  
Yiannis Kranitis, Gaming Industry Manager Google

TikTok for Business  
Anatoly Strutinsky, Head of Business Marketing TikTok

The Case Of The Missing Data: How We Solved The Mystery Of EdTech Analytics  
Nikolai Valiotti, Founder Valiotti Analytics

12:00-12:15

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

12:15-12:45

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

12:45-13:15

How Discussion With Investors Is Different Vs Discussion With Publishers?  
Katerina Dovanar, Executive Producer MGVC

Neurotech As A Next Driver  
Alexander Panov, Founder & CEO Alex Khalozov, B2B Head Gelo BCI

"Quo Vadis Hybrid Monetisation?"  
- Differentiating the types  
- Product perspective  
- Actionable market references  
Jakub Remiar, Game designer, Podcaster Two & Half Gamers

13:15-14:00

Fireside Chat  
VC In GameDev: The Money Trends In 2024.  
Anna Zdobrenko (smartUA by INCYMO.AI)  
Ilya Eremeev (The Games Fund)  
Diana Kozarska (SMOK Ventures)  
Yury Krasnikov (Made on Earth Games)  
Mariusz Gasiewski (Google)

Round Table:  
AI Adoption In Tech Verticals.  
Paul Shynkarenko, CEO, Solar Staff  
Andy Simanski, Head of Product, Anim.Art  
Christian Buettner aka theFatRat, music producer  
Morlen Schmidt, CEO, OneSoll

Supercharging Your Game Development With AI  
- Mastering chatGPT4 for enhanced game design, analytics, and management  
- Exploring stable diffusion: a cost-efficient alternative to Midjourney for 70% graphics savings  
Marko Peltkovic, CEO  
Vladimir Djordjevic, AI Art Lead Peakset

14:00-15:30

LUNCH

LUNCH

LUNCH

15:30-16:30

Creating The Company Culture For The Highly Motivated GameDev Teams: Case Study Of The Cultural Change  
- Moving Beyond Conventional HR and Marketing Views  
- Building Effective and Loyal teams  
Majca Ipavec, HR Specialist, Outfit 7

A Path To Oscar: Fire Side Chat.  
Andrey Zvyagintsev, film director

Personal Evolution: Where To Really Grow At The Times Of Change.  
Andrey Chernyakov, founder Evolution.NEW

16:30-17:00

Development Of Sys Think Skills For TOP Managers With Q&A.  
Ernesto Ernakiyev, co-founder Life Science

Sex & Leadership With Q&A.  
Andrew Gromkovskiy, CEO UFC Eurasia

Leading Through Games For Deep Connection And Creativity  
Pedro Fabião, Chief Clown Officer Evolution New

17:00-17:30

Round Table Discussion:  
Tech Pioneers: Cultivating A Generation Of Women Innovators And Entrepreneurs.  
Telyana Romanyukha, COO, TechIsland  
Anno-Maria Treneva, Sales & Partnerships, META  
Gala Grigoreva, CMO, Adstera

Hedging Your Main Investments: How We Shall Get Our Kids Prepared For A World Of AI.  
Deborah Economou, Head of School The Island Private School

First Aid 2024: 100 Fun Ways To Healthy Happy Existence.  
Michael Bernstein, CEO Dr. Nickel & OptiMed

17:30-18:00

Elena Georgiou Strouthos, Co-Founder & CEO, Cocoon Creations  
techisland

Can AI Solve Death?  
Petr Fedichev, CEO gero.ai

KLS Ventures  
Startup Pitches  
powered by Kolas Ventures

18:00-18:30

NETWORKING TIME

Workshop  
Art Master Class  
Why Picasso Was Therapist? Therapeutic Arts For Better Self Development.  
Anca Gricman, CEO Emotion

NETWORKING TIME

18:00-19:00

NETWORKING TIME

NETWORKING TIME

NETWORKING TIME

19:00-00:30

EXECUTIVE+ SIDE EVENT  
Dinner & Workshop With The Chess Grandmaster Ernesto Ernakiyev

EVENING SIDE EVENT  
Founders CY Community Meeting

AFTERPARTY LINQ X GDCy  
1970s Live Hits By Panic Station  
DJ Set From Tim Fadeev  
GDCy

AFTERPARTY EORA BACK TO THE FUTURE  
Eagles & Butterflies, Milo Haflliger, Pan, Kenway B2B Alex Borisov  
EORA

12:00-18:00

DAILY FIRST AID CONSULTATIONS

● small round table discussions

● 15 minute private consultations with the industry professionals

● master minds

GAMECAMP BY GOOGLE

LINQ: MIND, BODY, SPIRIT, TECH

GDEU  
BEACH VOLLEY CHAMPIONSHIP  
GDEU

CHILL RAVE  
SUNDAY MARKET