SERIOUS PLAY CONFERENCE

Hylton Performing Arts Center, George Mason University, Science & Technology Campus, Manassas, VA

8:45 - 9 a.m.	TUESDAY, JULY 10, 2018 — Welcome and Announcements: Sue Bohle, Executive Director, Serious Play Conference				

TUESDAY, JULY 10, 2018
Welcome and Announcements: Sue Bohle, Executive Director, Serious Play Conference

9:15 - 10:15 a.m.

Plenary Panel

Plenary Panel: The Future of Serious Games

Moderator: Ira Sockowitz, Learning Games Studios
Panelists: Thomas Talbott, USC Institute for Creative Technologies; Garth Jensen, Naval Surface War Center, Carderock Division; Michelle Zimmerman, Microsoft Expert, Renton Prep; Scott Martin, VSGI, GMU

	Discovery Theatre	Gregory Auditorium	Merchant Hall	Novant Rehearsal	Beacon Hall 1017	Beacon Hall 2018
	GOVT/MILITARY	**CORPORATE**	**HEALTHCARE**	**GAME DESIGN**	**HIGHER EDUCATION**	**USING GAMES IN K-12**
10:30 - 11:20 a.m.	**Michael Hopmeier** Unconventional Concepts; **Justin Legary, FEMA, Department of Homeland Security** **Double Session:**	**Doug Whatley** BreakAway Games **What is a Game Designer and Why Do You Need One?**	**Jurriaan van Rijswijk** Games for Health Europe **When Designing Games, Think Happiness Before Profit**	**Garth Jensen** Naval Surface Warfare Center **Practicing Design at the Intersection of Culture and Innovation**	**Kevin McCabe** GMU **Teaching Economics in Virtual Worlds from High School to College Graduate**	**Ryan Schaaf** Notre Dame of Maryland U **Game On: Using Digital Games to Transform Learning and Assessment**
11:40 - 12:30 p.m.	**Guidelines for Training Excellence with Lessons from Homeland Security and the Kabuki Dance of Science**	**Eduard Babulak** National Science Foundation **The Role of Computer Emergency Response Teams (CERTS) in the Future**	**Eric Bauman, Adtelem; Reid Adams, Ross U School of Medicine; Dan Norton, Filament Games** **Embedded Subject Matter in Healthcare Games**	**Ben Grimley** Speak Agent **Proving Game Efficacy: Your Most Important Next Step**	**Lucas Blair** Little Bird Games; **Scott Macklin, U of Wash** **D&D Character Sheets Go to Grad School**	**Elizabeth Jones, Stonewall School; Shipley Jones, Mason Game Tech Academy** **How to Integrate Games Into Your Classroom and Meet SOL Standards**
12:30 - 1:30 pm	LUNCH BREAK					

LUNCH BREAK: Please pick up a lunch box and eat in the building where you had your last session

	Discovery Theatre	Gregory Auditorium	Merchant Hall	Novant Rehearsal	Beacon Hall 1017	Beacon Hall 2018
1:40 - 2:30 p.m.	**Robert McCreight** Schaar School, GMU **Strategic Contingency Gaming for Infrastructure Protection**	**David Smith** CEO Vision **An AR and VR Platform for Companies that Want to Stay Ahead**	**Thomas Talbot** USC Institute for Creative Technologies **State of the Living: Medical Games & Lifelike Patients**	**Arianne Miller** The Lab at OPM **Creating an Enabling Environment for Learning**	**Lev Horodyskyj** Arizona State Univ **Using Technology, Comedy and Big Qs to Drive Learning**	**Anna Cechony, Marc Pacampara, foundry10** **Expeditions and Beyond: Virtual Reality in Elementary Education**
3 - 3:50 p.m.	**Sarah Moffat** U.S. Dept of Health & Human Services **Modern Mentoring: How to Design a Round Table of Leaders as Legendary as King Arthur's**	**Michael DiPonio** Quicken Loans **Serious Games in the Enterprise Learning Ecosystem**	**Jeffrey Levy** Case Network **The Future of Medical Education: From Dreams to Reality (VR, AR, AI)**	**Kevin Miklasz** Brainpop **Using Skill vs Content Game Design to Cross the K12 Curriculum**	**Seth Hudson** Computer Game Design Program, GMU **Developing Industry-Relevant Pedagogy**	**Ross Smith** Skype/Microsoft **Play and Skype in the Classroom**
4-4:20 p.m.	**DOUBLE SESSION**	BREAK				

BREAK

	Discovery Theatre	Gregory Auditorium	Merchant Hall	Novant Rehearsal	Beacon Hall 1017	Beacon Hall 2018
4:30 - 5:30 p.m.		**Monica Cornetti** Sententia Games **Preparing Training Leads To Do Gamification Training**	**Michal Ksiazkiewicz, Schell Games; Deepika Mohan, U of Pittsburgh, Critical Care** **Improving Emergency Room Triage Outcomes**	**Marc Ruppel** National Endowment for the Humanities (NEH) **Game Design and Funding in the Humanities**	**Boris Willis** George Mason Univ **An Artistic Template For Audience Engagement**	**Catherine Croft** Catlilli Games **STEM TableTop Games For K12**

Exhibitors and Game Arcade in Lobby of Hylton
5:45 - 7:30 p.m. Tour of Virginia Serious Games Institute (VSGI) in Bull Run Hall (5 min walk).
6 - 9 p.m. Dinner on your own or join a DineAround group by signing up at the Registration Desk

Wednesday, July 11, 2018

No Plenary. Go Directly to Session Classrooms

	Merchant Hall	Discovery Auditorium	Gregory Theatre	Novant Rehearsal	Beacon Hall 1017	Beacon Hall 1018
	GOVT/MILITARY	CORPORATE	HEALTHCARE	GAME DESIGN	HIGHER EDUCATION	USING GAMES IN K-12
9:15 - 10:15 a. m.	Dan Little Research Institute for European and American Studies Refining Terror Behavior Heuristics Through Modeling	Morten Jaeger Workz Using Serious Games to Tell the Story You Want	Craig Goolsby Uniformed Services Univ National Center for Disaster Medicine & Public Health Cutting Edge Casualty Care	Jenn McNamara BreakAway Games Client-Centered Serious Games Design	Eric Gordon Emerson College Meaningful Inefficiencies: How Play Can Lead to Trust and Engagement	Glen Hoptman, How to Think Like; Mark Johnston, SCPS; Henry Kelly, U Mich; Lara Heneman, IYF; Phaedra Boinodiris, IBM Games, Knowledge and Assessment
10:30 - 11:20 a. m.	Alicia Sanchez Defense Acquisition Univ The Role of Games in Memory Formation for Learning	Anders Gronstedt Gronstedt Group How Games, Augmented and Virtual Reality Are Disrupting Corporate Learning	David Metcalf UCF Inst for Sim + Training Blockchain for Games: The Global Impact on Health, Finance and Media	Daniel Greenberg Media Rez Finding SBIR Funding For an Indie	Carole Bagley University of St. Thomas Virtual Worlds: Serious Play, Learning + Gaming Effectiveness	Phaedra Boinodiris IBM Out Thinking Old School Concepts
11:20-11:40 am	BREAK					
11:40 - 12:30	James Piechocki Raytheon Blackbird How VR Training for the V22 Osprey Is Changing How Marines Learn	Chitra Sarma Organisations & Alternatives Consulting Using Traditional Games for Org Culture Building	Brad Tanner HealthImpact.studio Engaging Learners with Impact-Focused Virtual Reality Games	Kelly Whitney, iCivics Dan Norton, Filament Games Nurturing Client/Designer Relationships	Tony Crider Elon University Creating Epic Final Exams Using Games	Tammie Schrader State of Washington Building a State-Wide, Game-Based Science Curriculum
12:30-1:30 pm	LUNCH BREAK: Pick up a lunch box and eat in the building where you had your last session; if you were in the Hylton, go to the Scene Shop					
1:30 - 2:20 p. m.	Brenda Bannan College of Education and Human Development, GMU Live Sims for First Responder Training	Lisa Holman U.S. Postal Service (USPS) Cary Harr, Deloitte A Gamification Approach to Cybersecurity Training	Dennis Glenn Dennis Glenn LLC Collaborative Techniques to Design and Market 3D Virtual Healthcare Simulations	Mitch Weisburgh, Games4Ed Scott Brewster Triad Interactive Media Why Do Pilots	Ben Chang Rensselaer Polytechnic Creativity and Criticality in Game Design and Contemporary Art	Paul Darvasi York University Global Culture, Psychogeography and Gaming the City
2:30 - 3: 20 p.m.	Dominick Wright Institute for Defense Analysis How the Air Force Addresses Training and Analysis	Dov Jacobson Games that Work Win the Boss Fight: Get Management Support For Your Serious Game	Dmitriy Babichenko, Ravi Patel, Loren Grieve Univ. of Pittsburgh Managing Game Design to Transformational Outcomes	James Kiggens Adtalem Global Education Leveraging the Uplift in VR to Enhance Game-Based Learning	Rajiv Vaid Basalawmolt Aahus University The Value of Game-based Learning + Entrepreneurial Principles	Michelle Zimmerman Renton Prep Integrating Technology into Classrooms for Multi Discipline Learning
3:20 - 3:40 pm	BREAK					
3:40- 4: 30 p.m.	Barry Kinsey FEMA How FEMA Prepares Leaders for Continuity in Face of Terrorism	John Kolm Team Results USA Reality-Based Gaming Without Computers	Todd Chang Children's Hospital LA/USC Measuring Healthcare Outcomes Using Games, Sims and VR	Dan Norton Filament Games The State of VR Learning Devices and Best Use	David Gagnon University of Wisconsin Developing Theory-Based, Low Cost, Short Duration Science Learning Games	Peggy Sheehy Suffern Middle School Excalibur: A Student Game Design Class
4:40 - 5: 30 p.m.	Jim Lacey Marine Corps War College What the Military Has Learned about Training Adults	Morten Jaeger Workz Games to Develop Executive Team Collaboration	Kevin Holloway Uniformed Services Univ of the Health Sciences Training in PTSD Assessment and Theory	Judy Hale Hale Associates Center Updating Certification: Providing Robust Assessment through Games	Daniel Siegel, Full Sail; Ben Chang, Rensselaer; Sang Nam, GMU; Scott Mackin, U Washington; David Gagnon, U Wisconsin Serious Games in Higher Ed	Bron Stuckey Innovative Educational Ideas Making an Impact with Gameful Practices: A Few of the Best Examples I've Seen

6 - 10 p.m. Game Night. Enjoy playing games with the winners of the Serious Play Board Game Award program in the Scene Shop. Pizza, salad and soft drinks will be served. Price: $15. If you did not buy a ticket, it can be purchased at the Registration Desk. Another option for dinner: across the street at one of the restaurants adjacent to Beacon Hall

7:30 - 8:30 p.m. Sam Adkins, Analyst, Metaari, Gregory Theatre: The 2018-2023 Worldwide Game-Based Learning Market Report

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THURSDAY, JULY 12, 2018

Go Directly to Session Classrooms

	Merchant Hall	Beacon Hall 1017	Gregory Theatre	Discovery Auditorium	Novant Rehearsal	Beacon Hall 1018
	GOVT/MILITARY	**CORPORATE**	**HEALTHCARE**	**HOW TO GET FUNDING**	**HIGHER EDUCATION**	**K-12 & MUSEUM GAMES**
9:15 - 10:15 a. m.	**Garth Jensen Naval Surface Warfare Center** **Using MMOWGLI to Reframe Wicked Problems as Grand Challenges**	**Christopher Lazzaro MetaMythic** **How to Get Employee Engagement for Tough Topics like Compliance**	**Rhonda Moore, DHHS; Owen Gottlieb, RIT; Thomas Talbot, USC; Ross Smith, Microsoft** **Chronic Pain and Disability: Games to Transform Care**	**James Gatto Sheppard Mullin** **Don't Play with the Law: Advice for Game Developers**	**Sang Nam Computer Design, GMU** **Collaborative Game Development Programs with Other Parts of the Univ**	**James Collins, FableVision Seema Rao, Brilliant Idea Studio, Cleveland Art Effie Kapsalis, Smithsonian** **Games in Museums**
10:20- 11:10 a. m.	**Michael Freeman Naval Postgraduate School** **Strategic Experimentation Through Innovative, Multiplayer, Online Games**	**Jonathan Southgate University of Maryland, College Park** **Leveraging Branching Sims in Management Education**	**Miriam Adil GRID** **Using Mobile Games to Inspire Meaningful Behavior Change**	**Ed Metz, U.S. Dept of Ed; Helen Wechsler, Inst of Museum + Library Services** **SBIR Grants Available to Schools, Museums and Libraries**	**Barbara Chamberlin, New Mexico State; Bob Hone, American U; David Gagnon, U Wisc; John Sharp, Parsons** **University-Affiliated Studios**	**Stephanie Hull, Woodrow Wilson Natl Fellowship Foundation; Rebecca Rufo-Tepper, Inst of Play** **Games-Based Learning For U.S. History**
11:15 - 11:30	BREAK					
11:40 a. m. -- 12: 30	**Jonathan Estes Smart Games Systems** **Building Game Culture for Behavior Change and Innovation**	**Stephen Baer The Game Agency** **How Companies Can Train Employee Brains with Games**	**Roger Stark Brainware Learning Company** **Building Learning Capacity in Clinical Training**	**Tony Beck National Institute of Health** **NIH Funding Workshop for STEM Games - SBIR, STTR and R25 Research Education**	**Ben Stokes American University** **Why Assessment HasTo Be Part of the Design Process**	**Sion Lanini DreamRider Productions** **Using Story, Arts & Gamification to Inspire Real-World Action**
12:30 - 1:30 p. m.	Pick up a lunch box and eat in the same building where you had the last session					
1:30 - 2: 20 p.m.	**Tyler Gates Brightline Interactive & VR/AR Association** **How VR is Changing the Landscape for Govt and Military Simulation + Training**	**Terrence Gargiulo Making Stories.net** **The Importance of Story in Games**	**Doug Whatley BreakAway Games** **Assessing Skill with Games: Case Studies from the Medical Professions**	**Elizabeth Newbury, Wilson Center; Tiffany Taylor, State Dept; Carl Rauscher, National Archives** **How Federal Agencies Approach Game Design**	**Stacy Dunn Edinboro University** **Opening Up Learning: A Puzzle Lockbox Design for Educators**	**Michael Haley Goldman, U.S. Holocaust Museum; John Sharp and Nyantee Asherman Parsons School of Design** **Can Play Teach History?**
2:30 - 3: 20 p.m.	**Daria Catalui University of Lancaster** **Using Gamification to Teach Cyber Security Netiquette**	**Bette Gardner + Jeff Heil Breakthrough Learning** **Rx for Orgs: A Tabletop Game to Teach Cross Functional Collaboration**	**Brad Tanner HealthImpact.studio** **Entertainment-Quality VR Experiences that Sneak in Positive Impact**	**Lakita Edwards National Endowment for the Arts (NEA)** **Funding Opportunities in Arts Education for Pre-K-12**	**Jennifer Whiteman Crist George Mason University** **Does Learning Improve if Students Consider Themselves Gamers?**	**Lindsay Portnoy Killer Snails** **Building a Game-Based Bridge Betw Museums + Other Cultural Institutions**
3:20 - 3: 45 p.m.	BREAK					
3:45- 4: 35 p.m.		**Ira Sockowitz Learning Game Studios** **Addressing the Foundational Skills Gap for Adults**	**Dmitriy Babochenko, Ravi Patel, Loren Grieve Univ of Pittsburgh** **Univ-Wide Game Jam for Clinical Research and Practice Concepts**	**Sean Kearney TechWise** **Getting Serious Games Seriously Funded (Or How to Talk to the Money People)**	**David Eng Thomas Aquinas College** **Exploring Table Top Games in Higher Ed**	

MONDAY, JULY 9, 2018:   Hylton Performing Arts Center

8-9 a.m.

Beacon Hall 2017: Separate Registration Required for the Pre-Conference Certification Session

9 a.m. - 4 p.m.

Gamification Basics: A Certification Course for Program Leads and Trainers
Monica Cornetti, Sententia Games

In this hands-on and interactive course, attendees will learn the 5-step process that gamifies a learning or talent development program. Learn how the playful elements of games can even be used to create behavior change so you can run or supervise more effective training programs for your organization. Upon completion, attendees will receive a "Level 1: Gamification Apprentice" Certification and six recertification credits with HRCI, SHRM or ATD.

BONUS EVENING SESSIONS OPEN TO ALL

TUESDAY, JULY 10, 2018

Bull Run Hall

5:45 - 7:30 p. m.

Tour of Virginia Serious Games Institute (VSGI)

Host: Scott Martin, Founding Director, GMU `Computer Game Design Program and the Virginia Serious Game Institute (VSGI)
Walk (5 -10 minutes) over to Bull Run Hall to tour GMU's innovative Virginia Serious Game Institute. VSGI is hosting a reception. Lean how VSGI supports translational applied-research in the areas of simulation, modelling and game design, rapid prototype development, high-value knowledge job creation and regional economic development through start-up business incubation and spin-out of high growth companies leading to commercialization.

WEDNESDAY, JULY 11, 2018

Scene Shop in the Hylton Performing Arts Center

6 - 10 p. m.

GAME NIGHT

Come try the board and digital games of the winners of the International Serious Play Award Programs. A light dinner of pizza and soda may be purchased for $15 at Registration Desk.

Gregory Theatre in the Hylton Performing Arts Center

7:30 - 8:30 p. m.

The 2018-2023 Worldwide Game-Based Learning Market
Sam Adkins, Analyst, Metaari

Adkins will review highlights from his new global report on the worldwide market for educational games, Metaari's report maps product revenue forecasts to Metaari's Game-based Learning pedagogical framework. The Metaari framework identifies 11 unique types of educational games. The framework provides suppliers with a precise method of tapping specific revenue streams and a concise instructional design specification for the development of effective and profitable educational games. Adkins will identify primary revenue opportunities in specific regions and buying segments and discuss private investment activity.

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