



## Casual Connect Kyiv 2017 Schedule and Conference Insights

***Casual Connect unites games industry professionals in Kyiv under East Meets West label***

**Kyiv, Ukraine – October 3, 2017** – Casual Connect Kyiv 2017 will be held October 24-26, 2017, at Parkovy Congress and Exhibition Center, Parkova Rd, 16A, Kyiv, Ukraine, by Computer Games Association. The conference will bring together more than a thousand games industry professionals from all over the globe in Kyiv.

Attendees can expect three days of networking, two official Casual Connect parties, and an expo area with industry-leading companies and 50 of the world's best indie games. Over 80 game industry experts and executives – from companies such as Microsoft, Epic, Nordeus, Gameloft, gumi, Eilers & Krejcik Gaming, Samsung and idreamsky – will speak on topics covering industry insights, growth, casino, market navigation, technology, monetization, design, marketing, company management, business of games and more. Highlights include:

**Alexis Kennedy, Failbetter Games** - Poetic Design: Marrying Story and System

**Eyal Chameides, Product Madness** - Chaos, Control, Creativity: Tips for Managing and Scaling an Art Team

**Anatolii Henis, Murka; Nik Vladimirov, GSN Games; Alexander Grach, AppsFlyer** - PANEL: Ukraine's Hotbed of Talent (And How To Use It)

**Stanislav Costiuc, Ubisoft** - Show, Don't Tell? Play, Don't Show!

**Olga Abashova, G5 Entertainment** - HR Analytics: When Work is a Game and the Employee is a User

**Oksana Afonina, Facebook** - Key Marketing Solutions and Strategies to Grow Your Player Base

**Mike Hines, Amazon** - What the Top 50 Apps Do With In-App Purchasing That the Rest of Us Don't

**Oscar Room, Google** - Smarter Growth, Powered by Google's Machine Learning

**Alexander Shlygin, Unity Technologies** - Unity 2017 and Beyond

At Indie Prize Kyiv, 50 finalists from 26 countries representing the best in independent game design will showcase their games during the conference. These finalists were selected by professionals from companies across the games industry. The best and the brightest games will be awarded at the 20th Indie Prize Awards on October 26. The full list of participants can be found at <http://www.indieprize.org>.

Along with access to Casual Connect's famous networking parties, attendees get access to the Pitch & Match meeting system which allows attendees to make their own connections based on what they need. Learn more about Pitch & Match at <http://casualconnect.org/emails/FAQ.html>.

More details about Casual Connect Kyiv 2017 can be found at <http://kyiv.casualconnect.org/>. Registration prices go up after October 16.

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#### **About Computer Games Association**

Computer Games Association is an international trade organization dedicated to promoting games and providing educational resources for the game development community. The association hosts annual conferences in North America, Europe, Asia, Kyiv and Tel Aviv; runs online gaming news website [gamesauce.biz](http://gamesauce.biz); and issues research reports on the computer games industry. For more information about the association, visit <http://www.cga-global.com>. All lectures from past events can be watched at the official Casual Connect [YouTube channel](#).

#### **About Casual Connect**

Launched in 2005, Casual Connect is hosted by Computer Games Association (CGA), bringing together the most talented and knowledgeable experts in the gaming field to further the industry with the best learning and networking opportunities for gaming professionals. CGA will host Casual Connect Kyiv on October 24-26, 2017, Casual Connect USA 2018 at **Disneyland®** Hotel on January 16-18, 2018, and Casual Connect Europe 2018 on May 29-31, 2018. See the full schedule of Casual Connect events for 2017-2018 at <http://casualconnect.org/events.html>.

#### **About Indie Prize and Premium Dev Showcase**

Indie Prize is a scholarship program for up-and-coming indie development teams who show promise as future leaders in the games industry. Indie Prize offers participants an opportunity to learn and network with other indie game developers and showcase their games, skillsets, and ideas to publishers and potential partners. More information can be found at <http://indieprize.org/>. The Premium Developer Showcase is an upgraded option of Indie Prize for game developers who want to showcase their games in a larger space. The premium package includes two tickets, a premium listing with logo and a premium showcase location. More information at <http://usa.casualconnect.org/developers.html>.