

8:45 - 9 a.m. **TUESDAY, JULY 10, 2018**
 Welcome: GMU
 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 Talbot, USC Institute for Creative Technologies
 Garth Jensen, Naval Surface War Center, Carderock Division
 Michelle Zimmerman, Microsoft Expert, Renton Prep
 Scott Martin, VSGI, GMU

Go to your preferred room each hour for conference sessions.
 If you are heading across the street to Beacon Hall, or across the parking lot to the Discovery Auditorium, leave time -- both are a 3 minute walk.

	Merchant Hall	Discovery Theatre	Gregory Theatre	Novant Rehearsal	Beacon Hall 2017	Beacon Hall 2018
	GOVT/MILITARY	CORPORATE	HEALTHCARE	GAME DESIGN TECHNOLOGY UPDATES	HIGHER ED INSTRUCTIONAL DESIGN	USING GAMES IN K-12
10:30 - 11:20 a.m.	Michael Hopmeier Unconventional Concepts Guidelines for Training Excellence from Homeland Security and the Kabuki Dance of Science	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 Carderock Division Practicing Design at the Intersection of Culture and Innovation	Kevin McCabe College of Humanities & Social Sciences, GMU Teaching Economics in Virtual Worlds from High School to College Graduate	Ryan Schaaf Notre Dame of Maryland University Game On: Using Digital Games to Transform Learning and Assessment
11:40 - 12:30 p.m.	Justin Legary FEMA Department of Homeland Security Refining Title	Eduard Babulak National Science Foundation The Role of Computer Emergency Response Teams (CERTS) in the Future	Eric Bauman, Clinical Playground; Lisa Buckley, Ross U School of Medicine; Dan Norton. Filament Games Embedded Subject Matter Expertise in Game Dev for Healthcare	Ben Grimley Speak Agent Proving Game Efficacy Your Most Important Next Step	Lucas Blair Little Bird Games Scott Macklin Univ of Washington 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:** Pick up lunch boxes in lobby; seating in Scene Shop in the Hylton or outside

	Merchant Hall	Discovery Auditorium	Gregory Theatre	Novant Rehearsal	Beacon Hall Rm 1017	Beacon Hall Rm 1018
1:40 - 2:30 p.m.	Tyler Gates Brightline Interactive & VR/AR Association How Virtual Reality is Changing the Landscape for Government and Military Simulation and Training	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	Arienne Miller The Lab at OPM Creating an Enabling Environment for Learning	Lev Horodyskyj Arizona State Univ Using Technology, Comedy and Big Qs to Drive Student Learning	Catherine Croft Catilli Games STEM TableTop Games For K12
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 Dept. of English, GMU Theoretical Approaches to Developing Industry-Relevant Pedagogy in Serious Game Design	Anna Cechony Marc Pacampara foundry10 Expeditions and Beyond: Virtual Reality in Elementary Education

4 - 4:20 p.m. **BREAK**

4:30 - 5:30 p.m.	Jim Lacey Marine Corps War College What the Military Has Learned about Training Adults	Monica Cornetti Sententia Games Preparing Training Leads To Do Gamification Training	Michal Ksiazkiewicz Schell Games Deepika Mohan, Univ of Pittsburgh, Dept of Critical Care Medicine Improving Emergency Room Triage Outcomes with a Mobile Digital Game	Marc Ruppel National Endowment for the Humanities (NEH) Playing the Past, Seeing the Future: Game Design and Funding in the Humanities	Boris Willis George Mason Univ VSGI An Artistic Template For Audience Engagement	Ross Smith Skype/Microsoft Play and Skype in the Classroom
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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).
 If walking's an issue, a FEW parking spots can be found in the lot across from Bull Run Hall or beyond the end of Bull Run Hall, taking a left turn

5:30 - 7:30 p.m. Dinner at one of the three restaurants across from the Hylton or dinner on your own away from the campus

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 & TECHNOLOGY SESSIONS	HIGHER EDUCATION INSTRUCTIONAL DESIGN	USING GAMES IN K-12
9:15 - 10:15 a.m.	Dan Little Research Institute for European and American Studies Refining Terror Behavior Hueristics Through Hybrid 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, Moderator Lara Heneman, IYF Henry Kelly, U Mich Mark Johnston, SCPS Phaedra Boindiris, 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 Emerging Technology Lab 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 The Technology Group Inc. Virtual Worlds: Serious Play, Learning and Gaming Effectiveness and Features	Phaedra Boindiris IBM Out Thinking Old School Concepts
11:20- 11:40 am	BREAK					
11:40 - 12:30	James Piechocki Raytheon Blackbird Technologies Mercury Cyber Warfare How VR Training for the V22 Osprey Is Changing How Marines Learn	Jonathan Southgate University of Maryland, College Park Leveraging Branching Simulations in Management Education	Brad Tanner HealthImpact.studio Engaging Tomorrow's Learners with Impact-Focused Virtual Reality Games	Kelly Whitney iCivics Dan Norton Filament Games Nurturing Ongoing Client/Designer Relationships	Tony Crider Elon University Creating Epic Final Exams	Tammie Schrader State of Washington Building a State-Wide, Game-Based Science Curriculum
12:30- 1:30 pm	LUNCH BREAK					
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) Corporate Information Security Office Press Play: 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 Institute Creativity and Critical Thinking in Game Design, and How It Connects Technology to Contemporary Art and Design	Paul Darvasi York Academy Transform Your Class Into an Immersive Game
2:30 - 3: 20 p.m.	Robert McCreight Schaar School, GMU Strategic Contingency Gaming for Infrastructure Protection	Dov Jacobson Games that Work Sexual Conduct at Work: Don't Expect Compliance	Dmitriy Babichenko Ravi Patel Loren Grieve Univ. of Pittsburgh Managing Healthcare Game Design to Transformational Outcomes	James Kiggins Adtalem Global Education Leveraging the Uplift in VR to Enhance Game-Based Learning	Rajiv Vaid Basalawmolt Aahus University Teaching for "Disruption Resilience," the Value of Game-based Learning + Entrepreneurial Principles	Michelle Zimmerman Renton Prep Microsoft Innovation Expert Integrating Technology into Classrooms for Multi Discipline Learning
3:20 - 3:40 pm	BREAK					
3:40- 4: 30 p.m.	Barry Kinsey FEMA National Continuity Programs 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 of LA/University of Southern California Measuring Healthcare Outcomes Using Games, Sims + VR	Dan Norton Filament Games The State of VR Learning Devices and Best Use	Colleen Macklin Parsons School of Design Confirming	Peggy Sheehy Suffern Middle School From Idea to Reality: Excalibur - A Student Game Design Class
4:40 - 5: 30 p.m.	Dominick Wright Institute for Defense Analysis How the Air Force Addresses Training and Analysis for Exercises in Wargaming	Judy Hale The Institute for Performance Improvement Updating the Challenge of Certification: Providing More Robust Assessment through Games	Kevin Holloway Veterans Administration Training Mental Health Providers in PTSD Assessment and Theory	David Clopper Rachel Grunspan Central Intelligence Agency (CIA) Cloaks, Daggers, and Dice: How the CIA Uses Games	David Gagnon University of Wisconsin The Yard Games: Developing Theory Inspired, Low Cost, Short Duration Science Learning Games	Bron Stuckey Intracaptives Exploring the Possibilities for Play: A Few of the Best Examples I've Seen

6 - 10 p.m. Game Night. Enjoy playing games with the CIA as well as winners of the Serious Play Board Game Award program in the Scene Shop at the Hylton. 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.

5:30 - 7 p.m. 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

THURSDAY, JULY 12, 2018

Go Directly to Session Classrooms

	Merchant Hall	Discovery Auditorium	Gregory Theatre	Novant Rehearsal	Beacon Hall 1017	Beacon Hall 1018
	GOVT/MILITARY	CORPORATE	HEALTHCARE	HOW TO GET FUNDING FOR YOUR GAME	HIGHER EDUCATION, INSTRUCTIONAL DESIGN	K-12, EDUCATION & MUSEUM GAMES
9:15 - 10:15 a.m.	<p>Garth Jensen Naval Surface Warfare Center Calderock Division</p> <p>Using MMOGLI to Reframe Wicked Problems as Grand Challenges</p>	<p>Christopher Lazzaro MetaMythic</p> <p>Applied Fiction: A New Hope for Corporate Training</p>	<p>Rhonda Moore, US DHHS Owen Gottlieb, RIT Ross Smith, Microsoft</p> <p>Using Games to Transform Personal Experiences of Care</p>	<p>Ed Metz U.S. Dept of Education Helen Wechsler Institute of Museum and Library Services</p> <p>SBIR Grants and other funding available to schools, museums and libraries</p>	<p>Sang Nam Computer Game Design George Mason University</p> <p>Setting Up Collaborative Game Development Programs with Other Parts of the University</p>	<p>Games in Museums</p> <p>James Collins, FableVision Seema Rao, Brilliant Idea Studio, Cleveland Art Effie Kapsalis, Smithsonian Silvina Fernandez-Duque, U. S. Holocaust Museum</p>
10:20- 11:10 a.m.	<p>Michael Freeman Naval Postgraduate School</p> <p>Strategic Experimentation Through Innovative, Multiplayer, Online Games</p>	<p>Chitra Sarma Organisations & Alternatives Consulting India</p> <p>Using Traditional Games for Organizational Culture Building</p>	<p>Miriam Adil GRID</p> <p>Using Mobile Games to Inspire Meaningful Behavior Change</p>	<p>Tony Beck National Institute of Health</p> <p>NIH Funding Workshop for Serious STEM Games - SBIR, STTR and R25 Research Education</p>	<p>Barbara Chamberlin New Mexico State Univ David Gagnon, U Wisc Colleen Macklin Parsons School of Design Bob Hone, American Univ</p> <p>Running a University-Affiliated Studio</p>	<p>Stephanie Hull The Woodrow Wilson National Fellowship Foundation Rebecca Rufo-Tepper Institute of Play</p> <p>Games-Based Learning For U.S. History</p>
11:15 - 11:30 a.m.	BREAK					
11:40 a.m. -- 12:30		<p>Stephen Baer The Game Agency</p> <p>How Companies Can Train Employee Brains with Games</p>	<p>Roger Stark Brainware Learning Company</p> <p>Building Learning Capacity in Clinical Training with Serious Games</p>	<p>James Gatto Sheppard Mullin</p> <p>Don't Play with the Law: Advice for Game Developers</p>	<p>Ben Stokes American University</p> <p>Why Assessment Has To Be Part of the Design Process</p>	<p>Sion Lanini DreamRider Productions</p> <p>Using Story, Arts & Gamification to Inspire Real-World Action</p>
12:30 - 1:30 p.m.	LUNCH BREAK					
1:30 - 2:20 p.m.	<p>Mechel Glass Consumer Financial Protection Bureau</p> <p>Making Financial Education for Adult Audiences Fun</p>	<p>Terrence Gargiulo Making Stories.net</p> <p>How Games, Augmented and Virtual Reality Are Disrupting Corporate Learning</p>	<p>Doug Whatley BreakAway Games</p> <p>Assessing Skill with Games: Case Studies from the Medical Professions</p>	<p>Elizabeth Newbury, Wilson Center; Carl Rauscher, National Archives</p> <p>Under the Hood: How Federal Agencies Approach Game Design</p>	<p>Stacy Dunn Edinboro University</p> <p>Opening Up Learning: A Puzzle Lockbox Design for Educators</p>	<p>Marco Arnaudo Indiana Univ - Bloomington</p> <p>Free Print-and-Play for the Classroom</p>
2:30 - 3:20 p.m.	<p>Daria Catalui University of Lancaster</p> <p>Using Gamification to Teach Cyber Security Netiquette</p>	<p>Bette Gardner + Jeff Heil Breakthrough Learning</p> <p>Rx for Organizational Performance: Using a Tabletop Game to Teach Cross-Function Collaboration</p>	<p>Brad Tanner HealthImpact.studio</p> <p>Building Entertainment-Quality VR Experiences + Sneaking in Positive Impact</p>	<p>Lakita Edwards National Endowment for the Arts (NEA)</p> <p>Funding Opportunities in Arts Education for Pre-K-12</p>	<p>Jennifer Whiteman Crist George Mason University</p> <p>Does Learning Improve if Students Consider Themselves Gamers?</p>	<p>Michael Haley Goldman U.S. Holocaust Museum Colleen Macklin Nyantee Asherman Parson's The New School of Design</p> <p>Can Play Help Teach History?</p>
3:20 - 3:45 p.m.	Nyantee Asherman					
3:45- 4:35 p.m.	<p>Jonathan Estes Smart Games Systems</p> <p>Building Game Culture for Behavior Change and Innovation</p>	<p>Ira Sockowitz Learning Game Studios</p> <p>Addressing the Foundational Skills Gap for Adults</p>	<p>Dmitriy Babochenko Ravi Patel. Loren Grieve Univ of Pittsburgh</p> <p>Univ-Wide Game Jam for Clinical Research and Practice Concepts</p>	<p>Sean Kearney TechWise</p> <p>Getting Serious Games Seriously Funded (Or How to Talk to the Money People)</p>	<p>David Eng University XP</p> <p>Exploring Table Top Games in Higher Ed</p>	<p>Lindsay Portnoy Killer Snails</p> <p>Building a Bridge Between Game-Based Learning, Museums + Other Cultural Institutions</p>
				<p>National Science Foundation Grant Winners</p> <p>Informational Session: Funding Opportunities With the NSF</p>		<p>Michael Edson The Museum for the United Nations</p>

PRE-CONFERENCE SESSIONS

MONDAY, JULY 9, 2018: Hylton Performing Arts Center

8-9 a.m.

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

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

9 a.m. -
4 p.m.

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

Tour of Virginia Serious Games Institute (VSGI)

Host: Scott Martin, Founding Director, GMU Computer Game Design Program and the Virginia Serious Game Institute (VSGI)

5:45 -
7:30 p.
m.

Walk (5 -10 minutes) over to Bull Run Hall to tour GMU's innovative Virginia Serious Game Institute. VSGI is hosting a reception. Learn 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

GAME NIGHT

6 - 10 p.
m.

Come try the CIA board games and 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

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

7:30 -
8:30 p.
m.

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.