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Have a question?
charles@igsummit.com
 (650) 249-0905

March 19th
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Program

11:30 AM to 12:45 PM

Lunch and Registration

Join your fellow attendees for a box lunch and some pre-conference mingling. Register in advance to save money and time at registration.

12:50 PM

Welcome and Opening

Charles Hudson

1:00 PM

Panel: "Lessons Learned: Why iPhone Games Work"

- [Neil Young, ngmoco](#)
- [Andrew Lacy, Tapulous](#)
- [Steve Demeter, Demiforce LLC \(Trism\)](#)
- [Keith Lee, Booyah](#)
- [Moderator: Ken Gullicksen, Morgenthaler Ventures](#)

2:00 PM - 2:45 PM

Breakout Sessions #1

Interested in diving deeper into some specific topics? We have a great set of expert-led breakout sessions that will dive deeper into some of the most interesting areas of the fast-growing iPhone gaming industry:

- Session A: [Mark Pincus, Zynga](#) - "Building Social Games for the iPhone - Bridging the Mobile and Social Web" (Robertson)
- Session B: [Danielle Cassley](#) and [Jason Citron](#), Aurora Feint - "Developing for the iPhone - What We've Learned in the Past Year" (Fisher 1)
- Session C: [Ge Wang, smule \(Ocarina\)](#) - "Understanding Sonic Media" (Fisher 2)

2:45 PM - 3:30 PM

Breakout Sessions #2

Interested in diving deeper into some specific topics? We have a great set of expert-led breakout sessions that will dive deeper into some of the most interesting areas of the fast-growing iPhone gaming industry:

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- Session A: [Anu Shukla, Offerpal Media](#) - "Monetizing iPhone Applications with the Offerpal Platform" (Robertson)
- Session B: [Mike Mettler, AdMob](#) - "iPhone Games by the Numbers" (Fisher 1)
- Session C: [Sebastien de Halleux, Playfish](#) - "Social Games: Anytime, Anywhere" (Fisher 2)



Break

3:30-4:00 PM

Need caffeine? How about a cookie or a snack? We'll have refreshments on hand to keep you going through the rest of the day.

Breakout Sessions #3

Interested in diving deeper into some specific topics? We have a great set of expert-led breakout sessions that will dive deeper into some of the most interesting areas of the fast-growing iPhone gaming industry:

4:00-4:45 PM

- Session A: [Shervin Pishevar, SGN](#) - "Building Gesture-Driven Games for the iPhone" (Robertson)
- Session B: [Nicole Lazzaro, XEODesign](#) - "Using Fun to Drive Social Distribution of iPhone games" (Fisher 1)
- Session C: [Mike Pagano, EA Mobile](#) - "Talk Title TBD" (Fisher 2)

Closing Panel: "Where Do We Go From Here?"

4:45-5:30 PM

- [Brett Seyler, Garage Games](#)
- [Michael Chang, Greystripe](#)
- [David Helgason, Unity Technologies](#)
- [Greg Yardley, Pinch Media](#)
- Moderator: [Rebecca Lynn, Morgenthaler Ventures](#)

Closing Remarks

5:30 PM

Charles Hudson