



## **"CONSOLE"**

### **A gaming event for game developers and the curious**

We, The Game Developers Guild of Norway, are organising a 3 day gaming event at the Science Center i Bergen, Norway. Our event is two-fold, one part for game developers and the other part is for the public. We expect 100 visitors for each of the first 2 days and about 300 for the public event.

We want to present game developers with workshops that will give them tools to get their games published, distributed and played. We also want to introduce the public to the magic of games by fun gaming activities and introduction lectures specifically for parents.

**DAY 1** is organised by JoinGame, a value creation network for people working with and studying games. Their workshop program is based on the impact of games. Both the positive and the negative impacts.

We have arranged a private showing of "Indie Game: The Movie" in collaboration with The International Film Festival in Bergen. Together we will be inviting the game developer stars of the film, Jonathan Blow (Braid), Phil Fish (Fez), Edmund McMillan (Super Meat Boy) and Tommy Refenes (Super Meat Boy).

**DAY 2** will be focused on providing game developers with useful information and tools to get their games published, distributed and advertised. We will also be inviting the guests from the previous night to share from their experiences as independent game developers.

**DAY 3** we will be promoting the game industry to the general public. We're aiming for families to attend the event. We're designing a game that is based on game design and programming and fun! We also intend to give parents an insight into games and what their children are playing and what's good about it.

### **What is the Game Developers Guild?**

The Game Developers Guild is a union created for independent game developers in Norway, to provide developers with resources, network and experience.

Our vision is to create a sustainable computer game industry in Norway. We will function as a connection for education and industry, and create a forum for all who are interested in game development. We are a transparent organisation.



The Game Developers Guild was founded in September 2011 and we already have 140 members. Previously this year we organised Game Jam Bergen.

### **Why are we organising this event?**

Our goal is to promote the gaming industry in Norway and give game developers, and potential game developers the tools to see their ideas through. We believe that the game industry has become a grown-up industry that deserves to come out of the notorious boys' basement and into the limelight of serious industry. Today there are about 72 independent game developing companies in Norway. With this event we want to bring the game developing industry in focus both for the developers and the public. We think that the landscape of publishing and distributing games has shifted gears and we want to provide developers with a map of the new landscape.

It is also our impression that many are intimidated by the computer game industry and we want to provide them with the resources and information they need to get a better understanding of what computer games are. We also want to contribute to teaching kids that programming and game development is fun.

### **Why invest in computer games?**

The computer games industry has a revenue of over 24 billion dollars<sup>1</sup>. The number of gamers are increasing with the ever growing market of platforms such as smart phones, Xbox, Wii a.s.o.). Gamers are being created for a growing audience. They're older and younger, men and women, girls and boys, rich and poor. In addition gaming technology is being used in several other industries such as, health services, construction, advertising, film and many others. These industries are asking for innovation and technology, which we believe that the game developing industry can provide.

It is The Game Developers Guild's vision to promote a sustainable computer game industry in Norway. We believe that this event will give the industry a necessary boost.

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## Marketing and budget

It is The Game Developers Guild's goal to offer these events for free, which will include entrance to the Science Center.

All numbers in Euro.

### Marketing budget:

Advertisement design		1 400
Print material	Banner for outside the science center, leaflets, posters	6 700
Print advertisement space	BT, BA osv (for the "familie" event on day 3)	10 000
Internett advertising	Facebook, Google a.s.o	4 000
Total:		<b>22 100</b>

### Total budget:

Marketing	see above	22 100
Administration		11 000
VilVite (Science Center)	Entrance fees for "familie" event	8 000
Food	Food and refreshments for Day 1 and 2	1 400
BIFF screening	film, guests and refreshments	4 000
Game development	for the "family" event - materials, consoles and development	20 000
Speakers	fees, room and board	2 700
<b>TOTAL</b>		<b>69 200</b>

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Best regards,

The Game Developers Guild of Norway and project manager Linn Søvig



**From the back left: Peter W. Meldahl, Ricki Sickenger, Espen T. Sæverud. From the front left Bjarte Sebastian Hansen og Stafan Svellingen.**

<http://spillmakerlauget.no/>

## Reference

1.

Entertainment Software Association <http://www.theesa.com/facts/index.asp>