



SAN FRANCISCO, CA.

SAN FRANCISCO, CA.

MARCH 5-9, 2012

EXPO DATES: MARCH 7-9



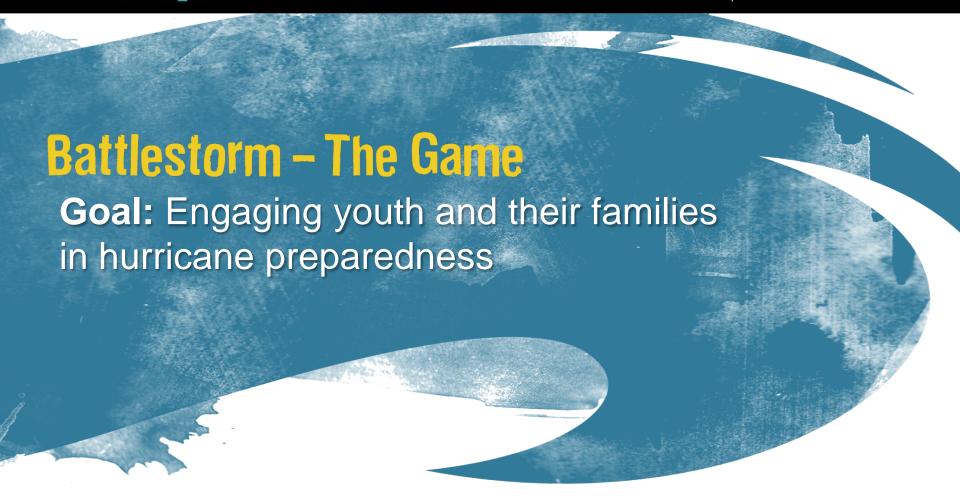
WWW.GDCONF.COM

Macon Money

Connecting residents and spurring economic growth



GAME DEVELOPERS CONFERENCE® 2012



Multiple Stakeholders & Partners

- Boys & Girls Club of Gulf Coast
- United Way
- American Red Cross
- Save the Children
- Harrison County Emergency Management Preparedness Agency

Big Vision, Big Questions

What can be learned about potential uses of real world social games?

How did the game design process operate as a tool for community engagement?



MARCH 5-9, 2012

GAME DEVELOPERS CONFERENCE® 2012

WWW.GDCONF.COM

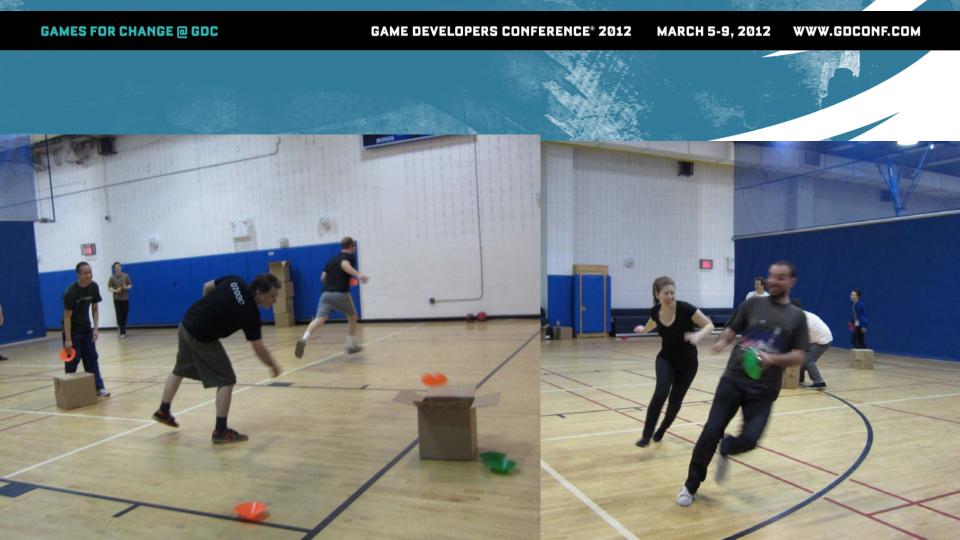
A New Sport

- Town vs Storm
- 493 players total in 5 communities on Gulf Coast
- ▶ 10 14 year-old boys and girls, after school at BGC
- March May, 2011

Pitch Process

- Three Ideas
- Knowing the Audience





Iterations

- Multiple partners
- Maintaining Balance

Player Authority

- Innovating game strategies
- Control of the game's visual identity



Challenges

- Submit Your Kit
- Media
- Momentum

Wins

- Physical Sport
- The Hurricane
- Balance
- Strong Engagement



Key Findings

- Game played unique catalytic role
- Youth as messengers spur conversations
- Conversations are cathartic, lessened anxiety
- Families more prepared at home after game
- Strategy game elements linked to learning

Best Practices in Game Implementation

- Games require significant local staff (time and talent)
- Evaluators can play important role in mid-course corrections; monitoring is critical
- Strategic communications can be key to engaging players, partners, and community in game and Big Event

Questions?



MARCH 5-9, 2012