

# GDC®

## No Booth, No Problem

Showcasing your Game on the Go

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GAME DEVELOPERS CONFERENCE® | MARCH 19-23, 2018 | EXPO: MARCH 21-23, 2018 #GDC18



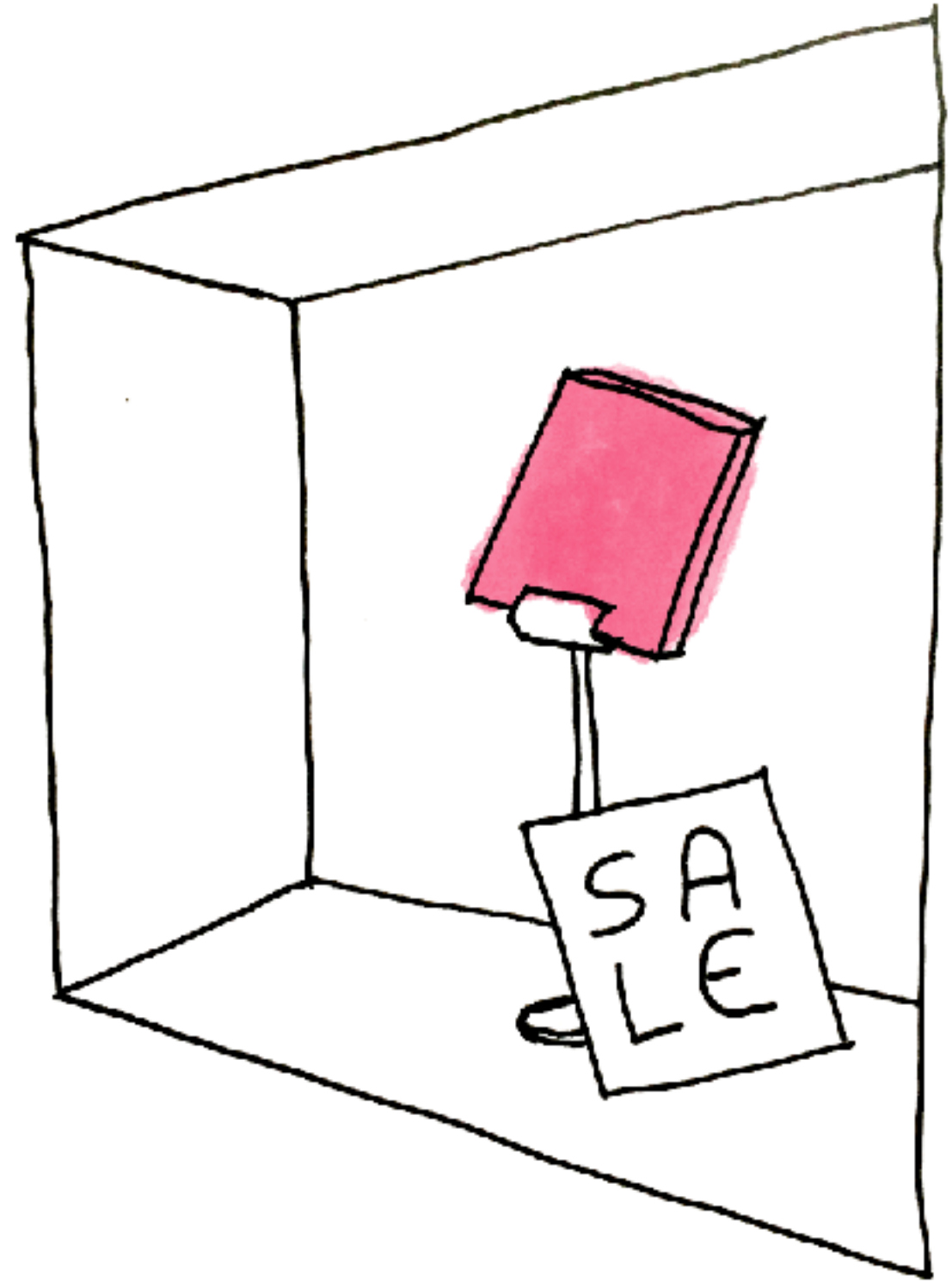


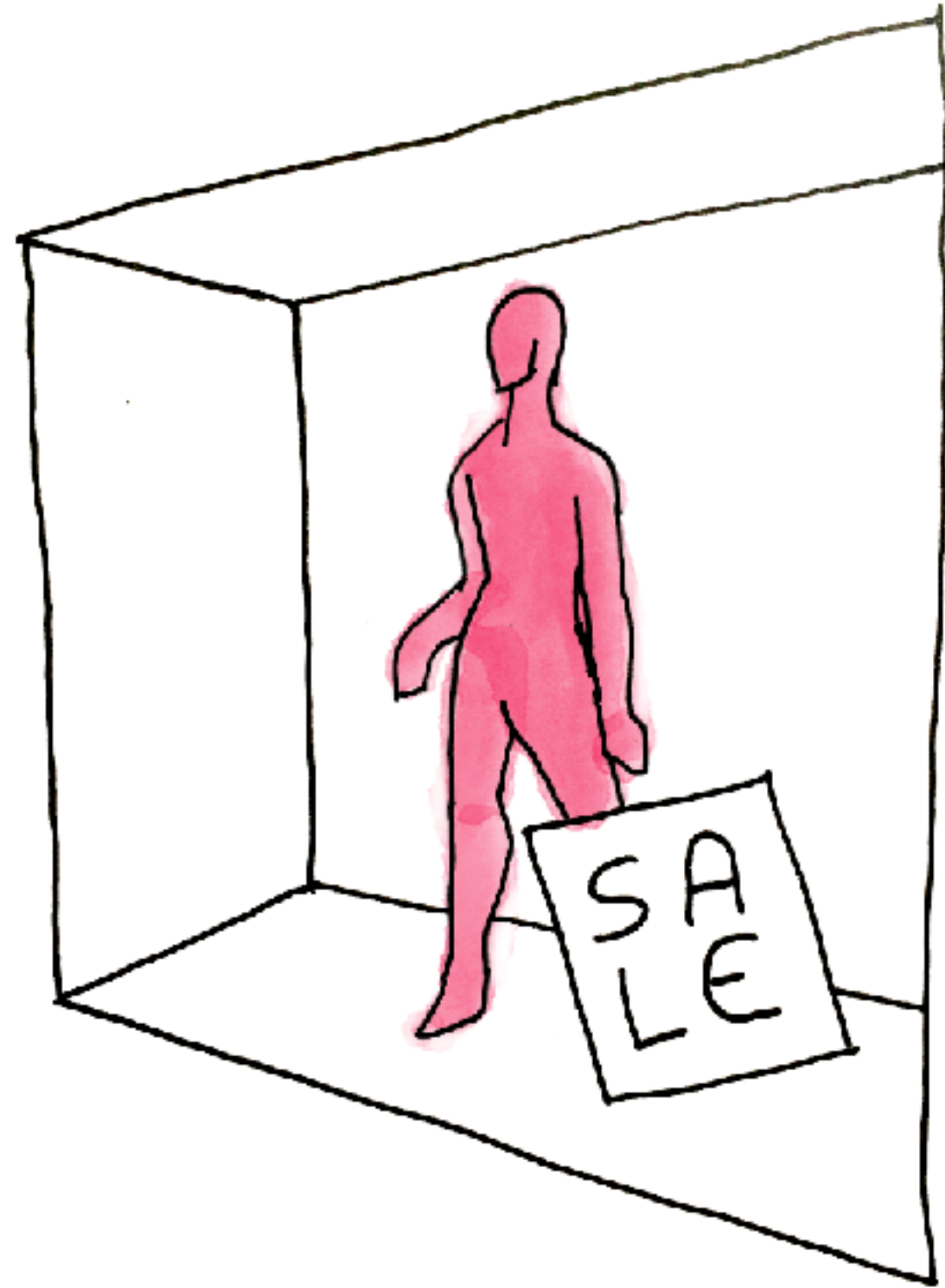


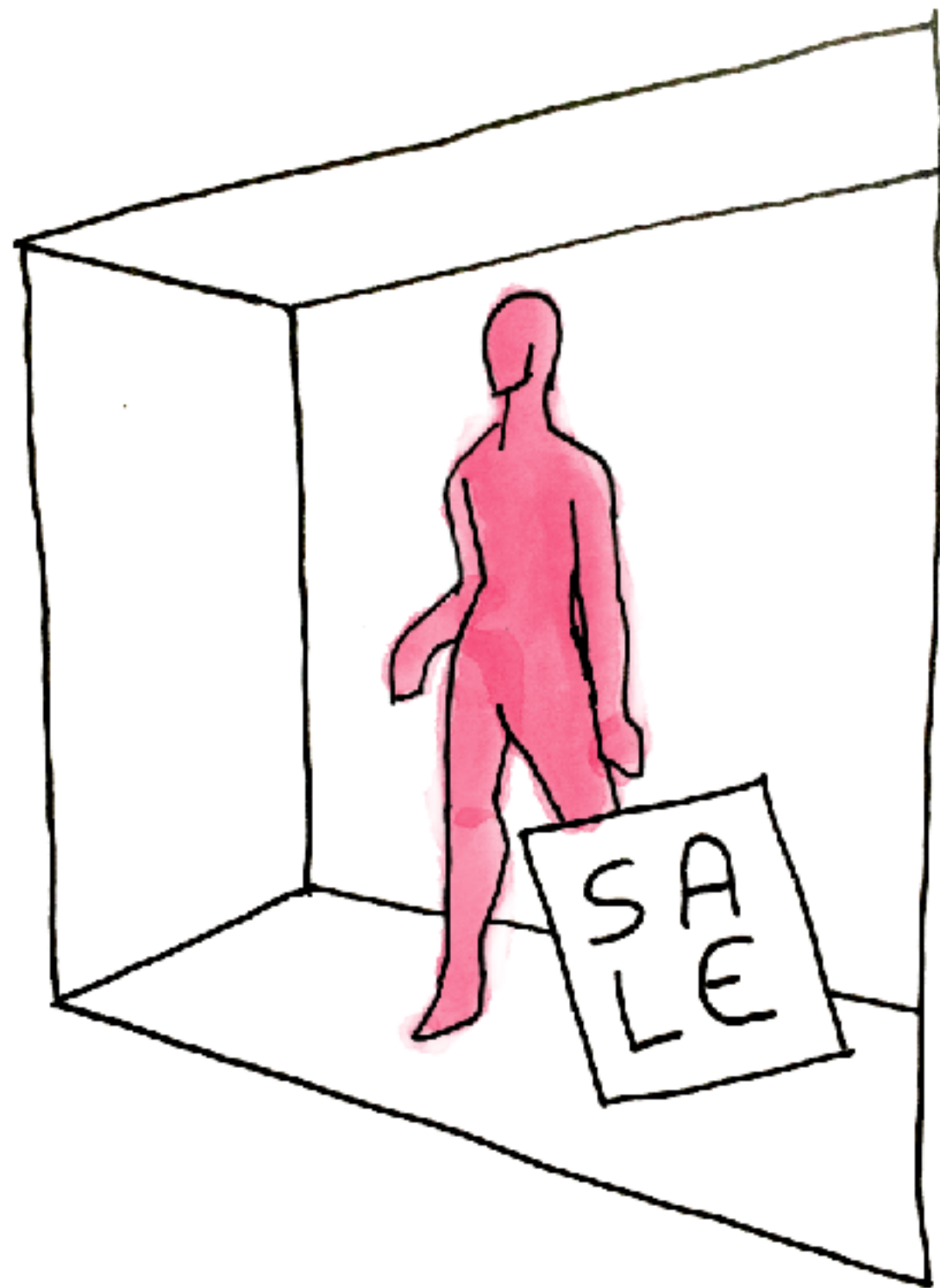
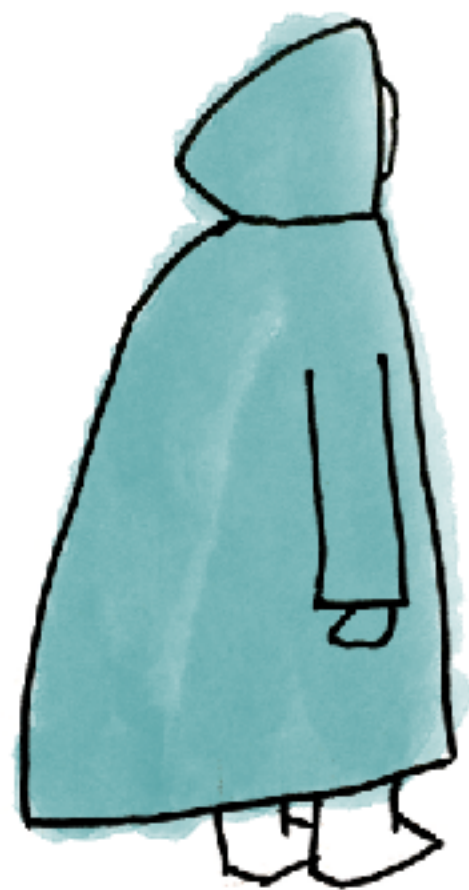
**Do you make money with  
Indie Games?**

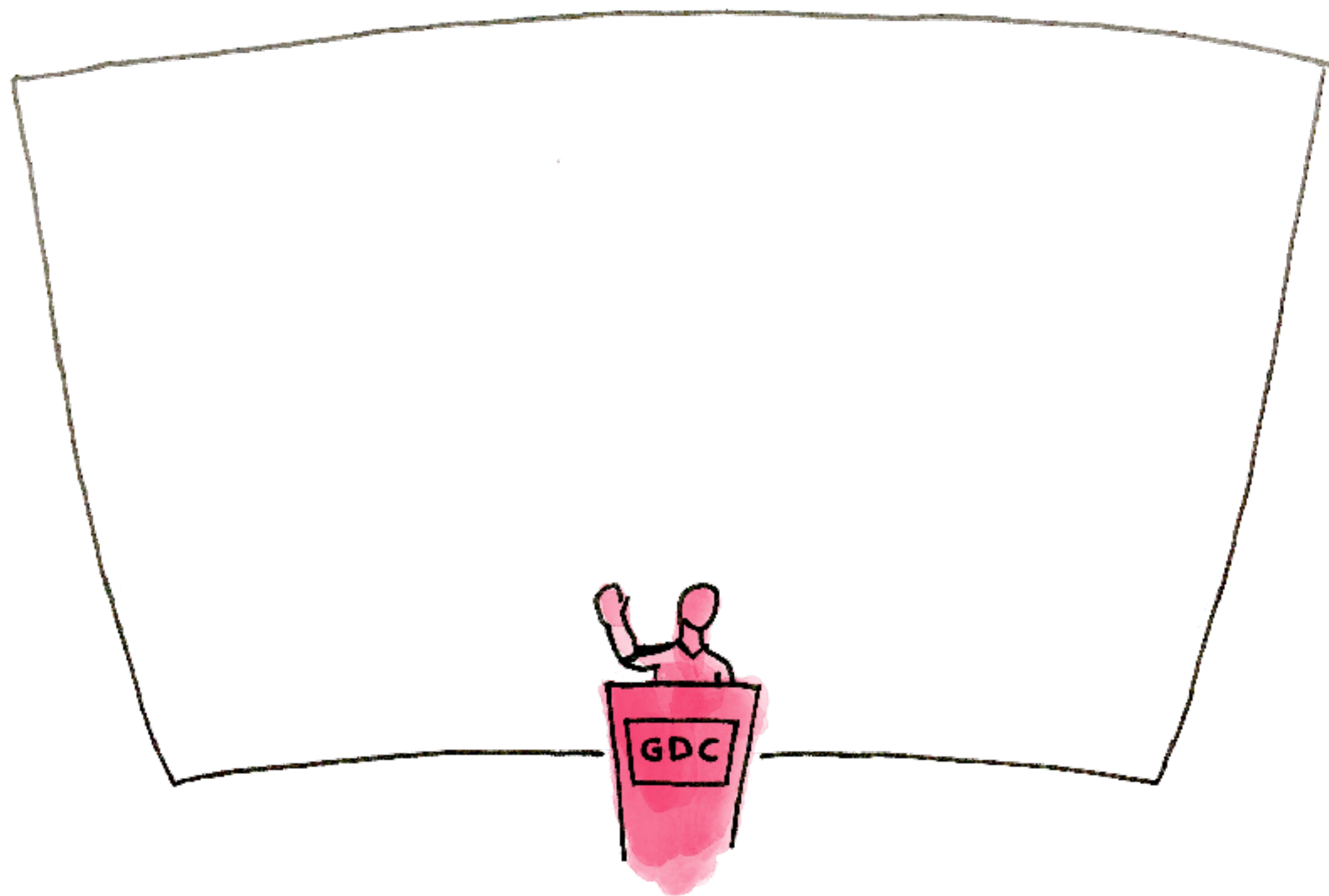


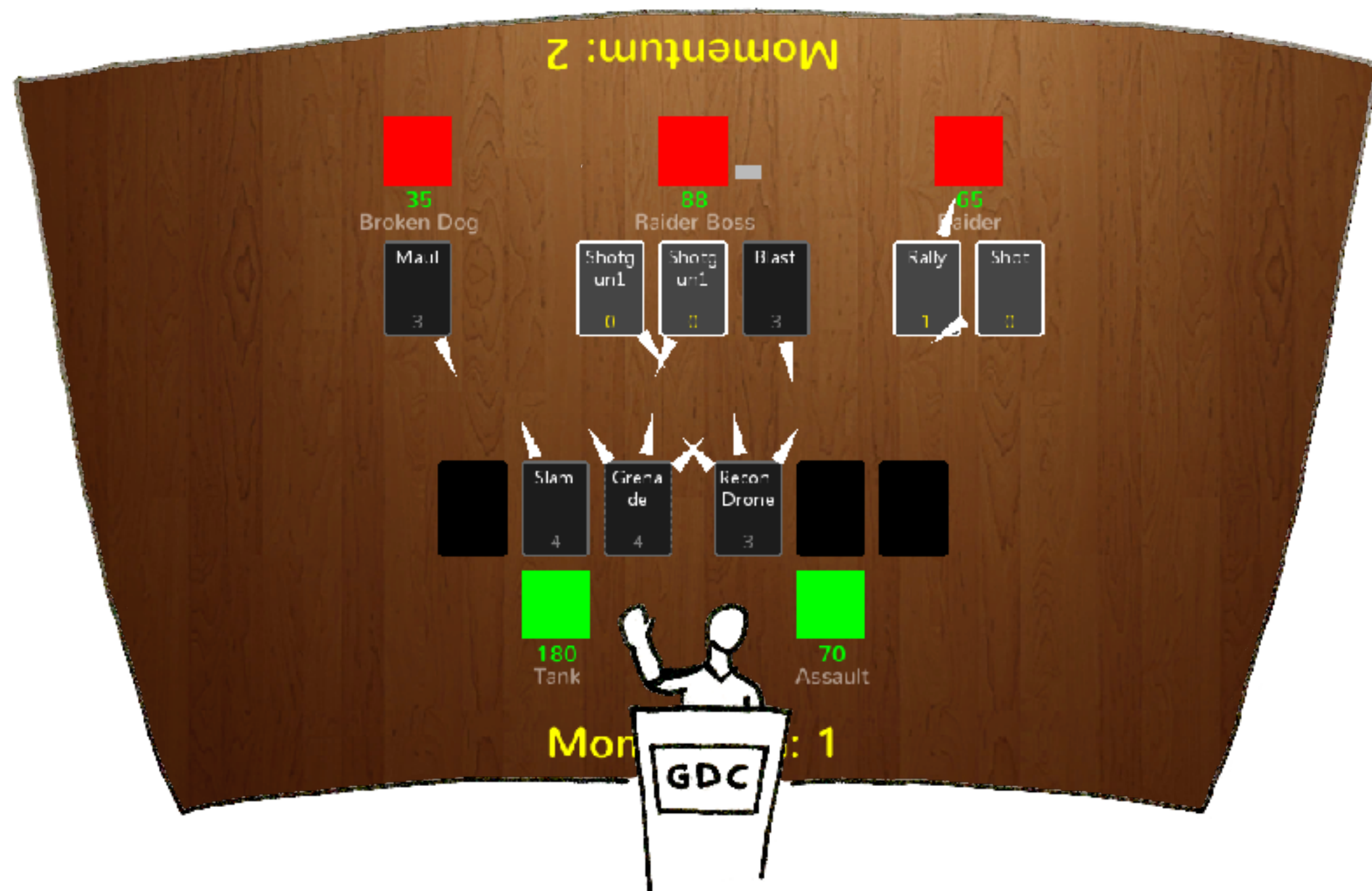




















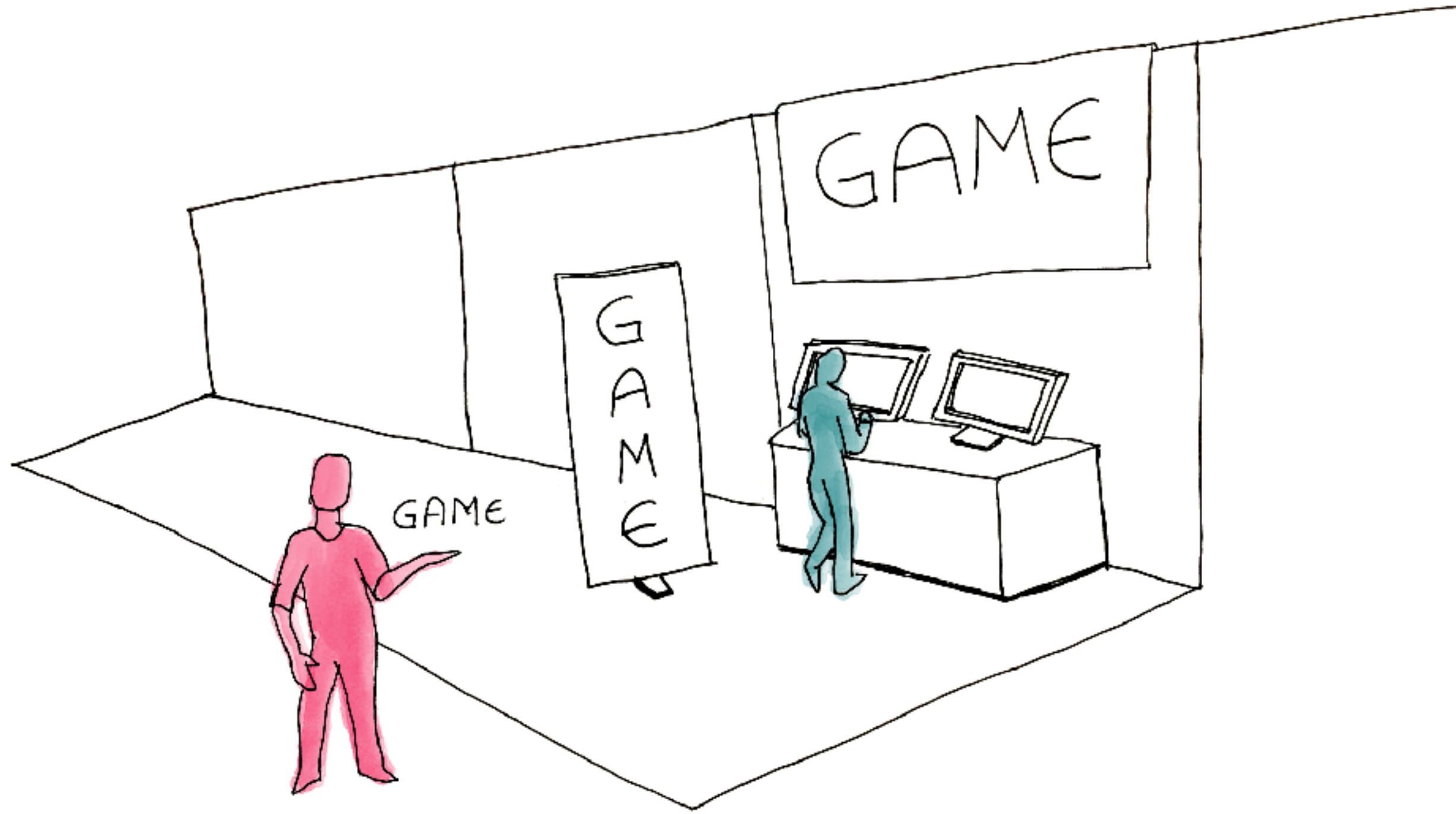


MATCH



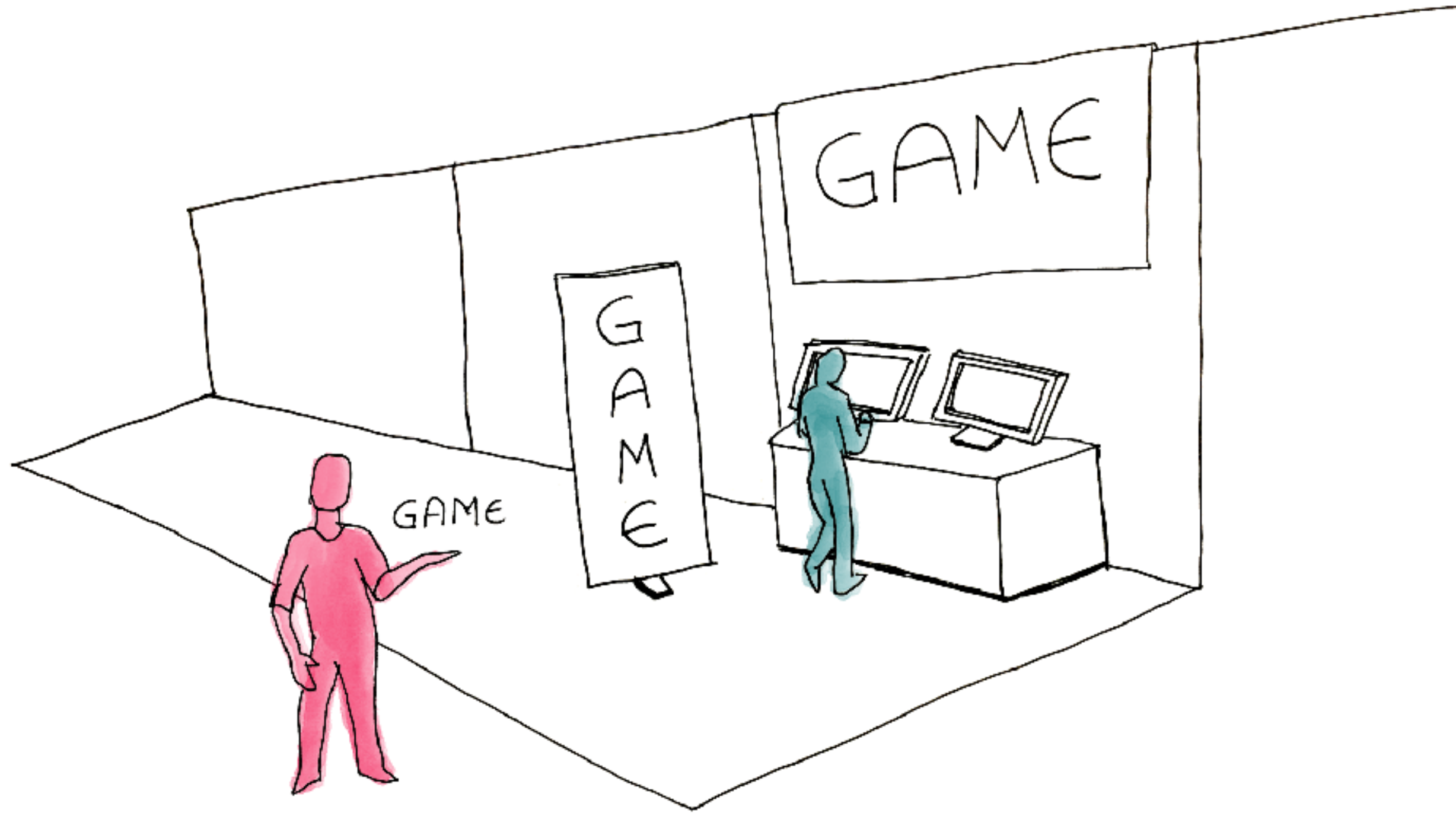


# Booth!



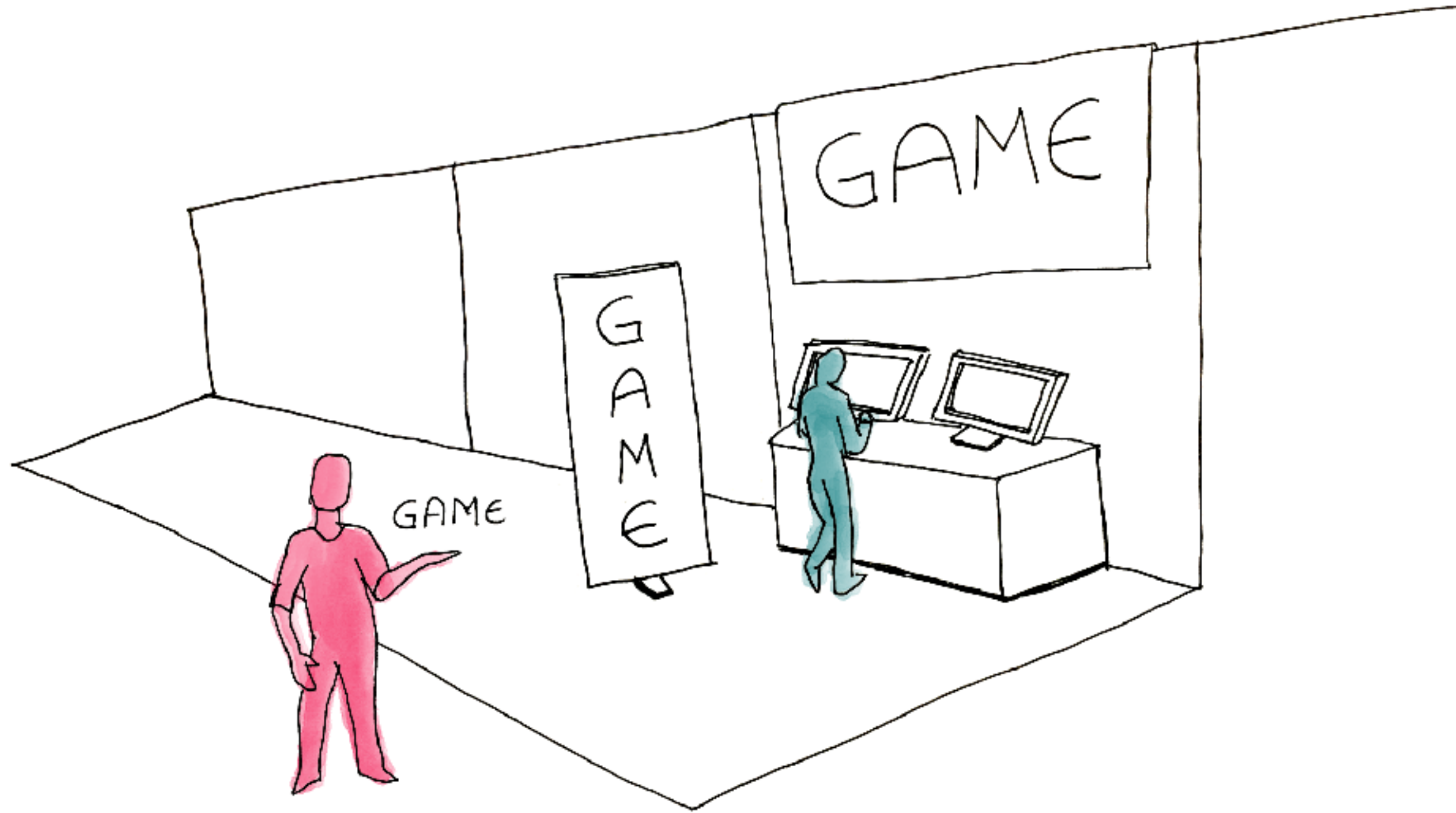
# Booth!

- Exposure
- Credibility
- Networking



# Booth!

- Exposure
- Credibility
- Networking
- Expensive
- Exhausting
- Not for all





# No Booth?



# No Booth?

- Cheap
- Flexible

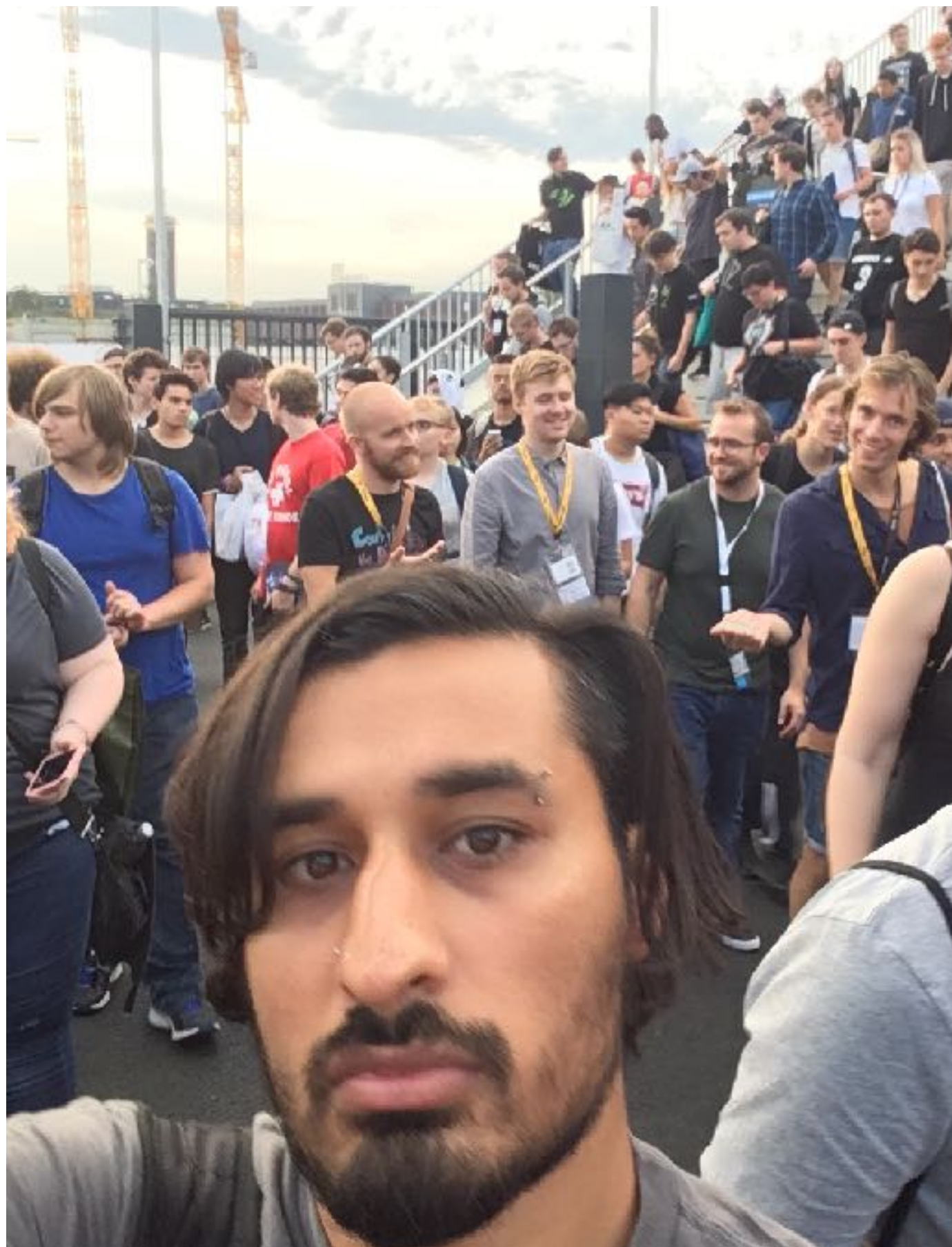


# No Booth?

- Cheap
- **Flexible**









# Showcasing on the Go

Why, What and How





# Goals

## Preparation

## Approach

# Goals

Why do you want to do this?

# Press

- Reach out beforehand
- Large events are good
- Have something that they can remember you by
- Have your press-kit in place
- **Press want stories about games & gamedev**



# Influencers

- Find out who likes stuff like yours
- Reach out beforehand
- Bring something playable
- Bring keys to share

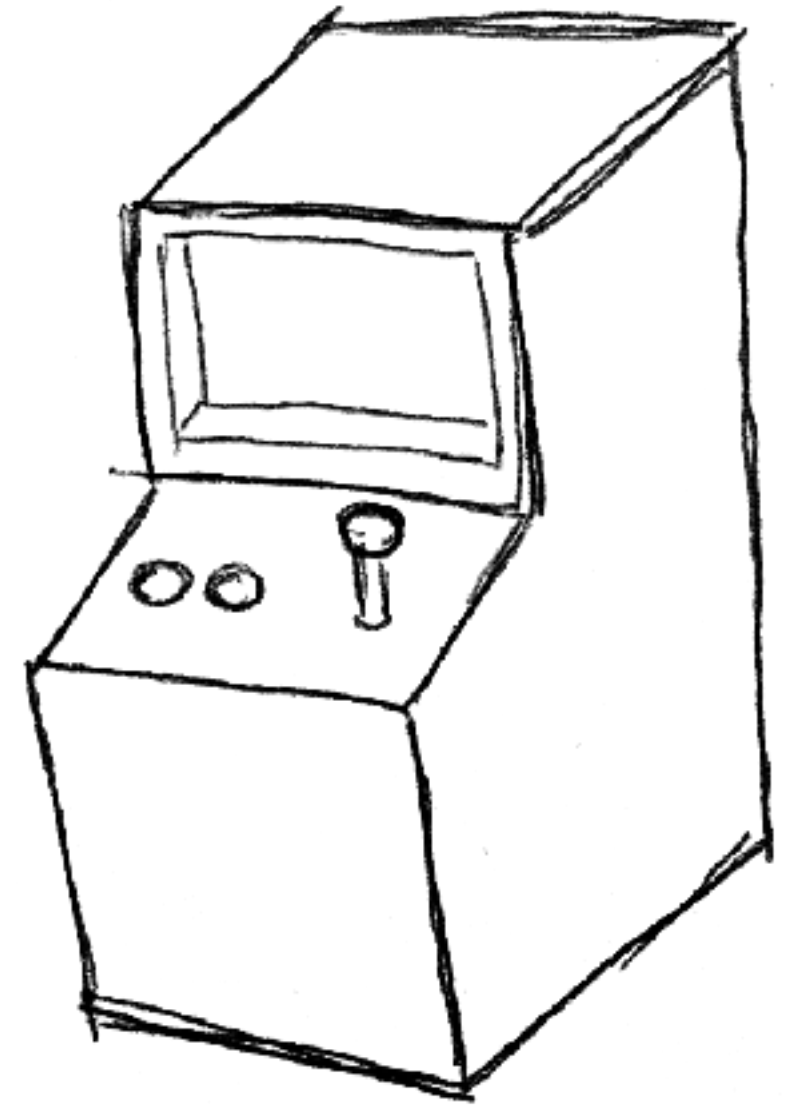


- **Influencers want content for their viewers**



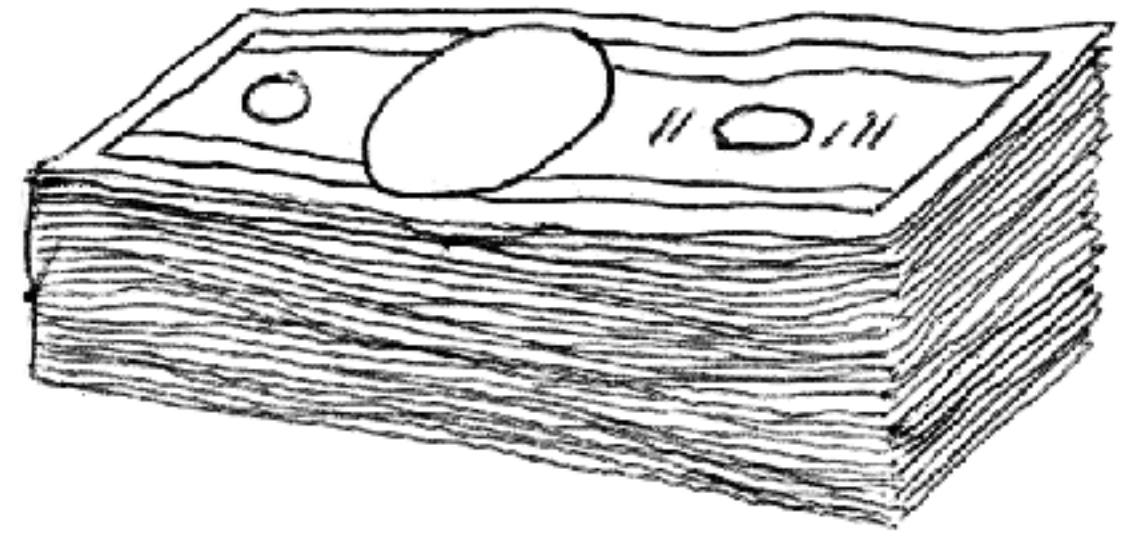
# Playtesting

- Two days of play testing is enough
  - Think about what you want to test
  - Bring multiple builds
  - Have conference specific build!
- 
- **Players want entertainment**



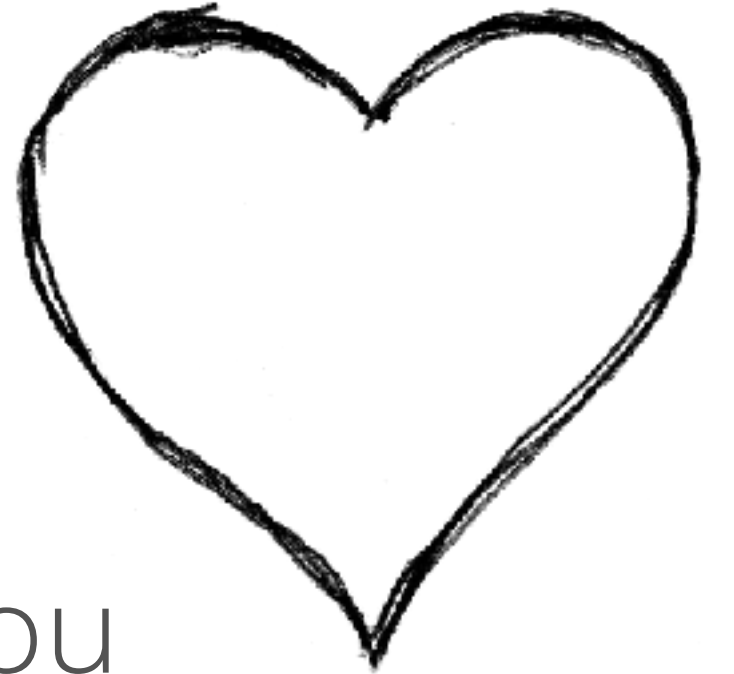
# Making Money

- Yeah, no.
- Conferences are too expensive to break even
- An investment, not a way to earn money



# Making Friends

- Get people interested in what you do
- Try to get them to stay in touch with you
- If they stick around they may become fans





# Goals

## Preparation

## Approach

Goals  
**Preparation**  
Approach

# Preparation

What to do before you go?



# Messaging

- Know what is unique about your game
- Find out how to communicate that









# Handouts

- No Flyers!
- Focus on Artwork over Text
- Prepare visuals for your pitch



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undertaken with discipli

# Your Game

- Make it runs on a mobile device
- Target playtime of 5-10 minutes
- Don't rely on Audio
- As self-explanatory as possible
- Specific conference build!
- Making people laugh is a plus





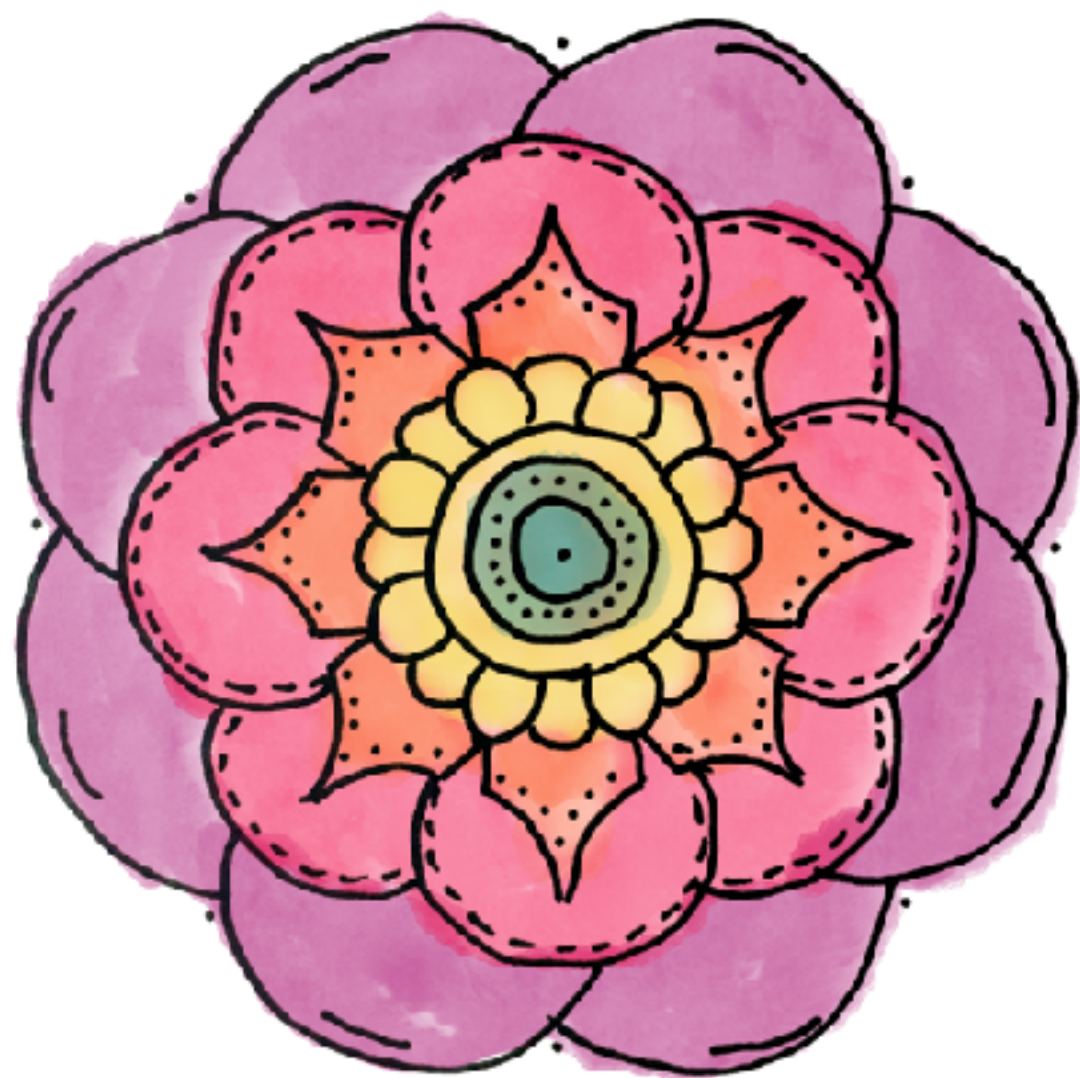




Goals  
**Preparation**  
Approach

Goals  
Preparation  
**Approach**





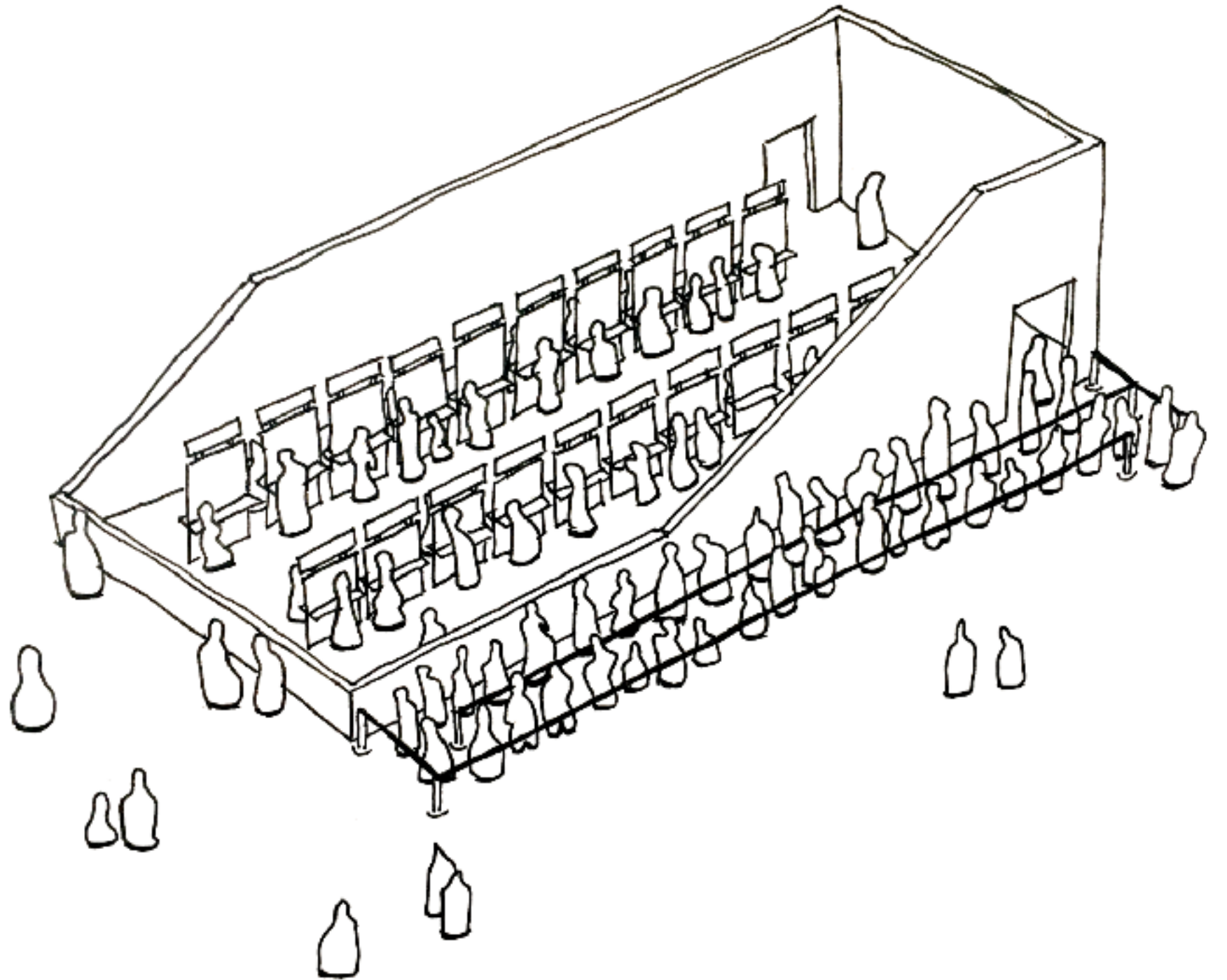


# Approach

How to talk to your strangers?

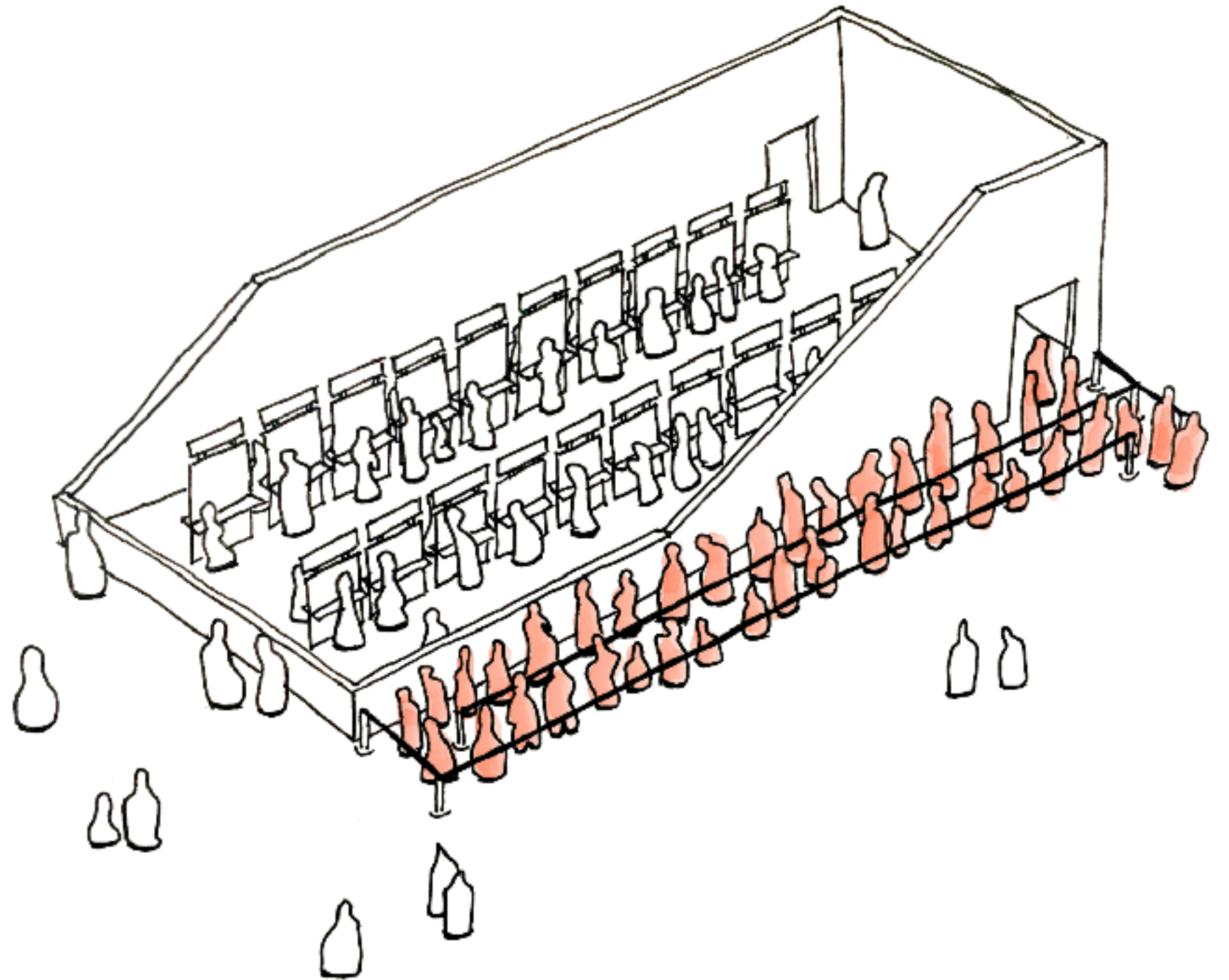
# Find the Queue

- Similar Genres
- Similar Mechanics
- Similar Setting



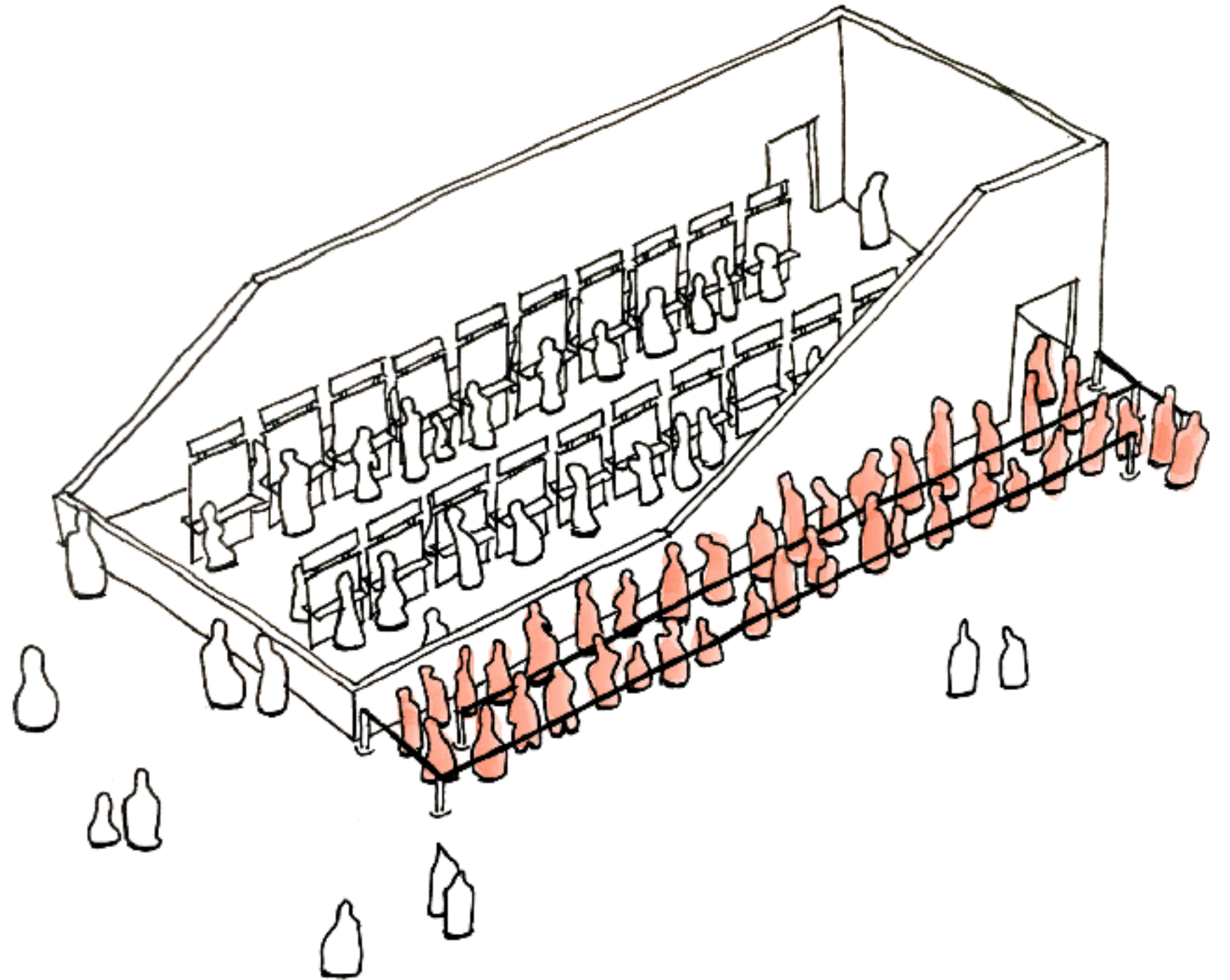
# Approach

- Be friendly
- Be excited about your game
- Be excited about the game you're at
- Know about the game you're at



# Play

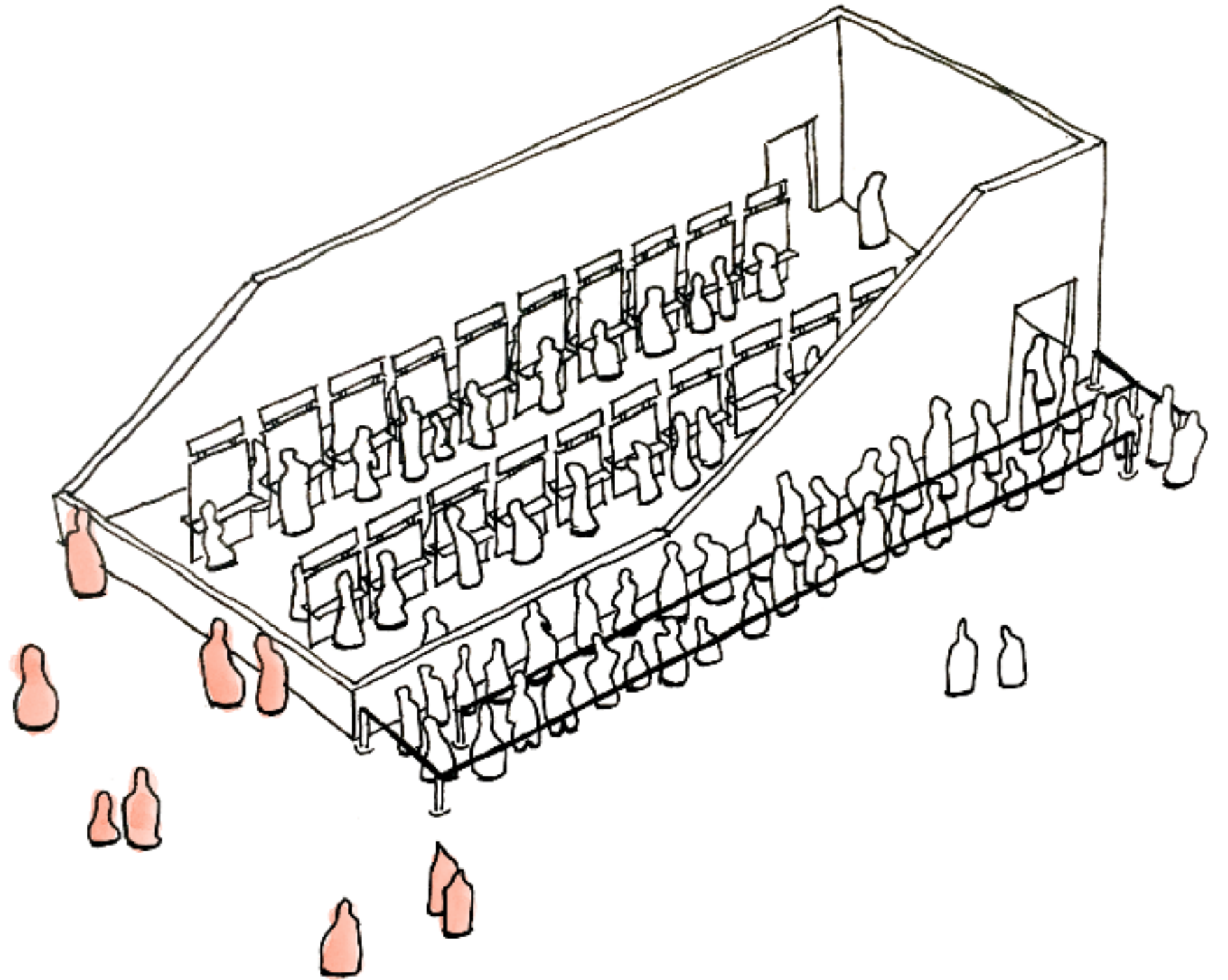
- Short play times
- Hold onto those that are really interested
- One call to action





# The Stragglers

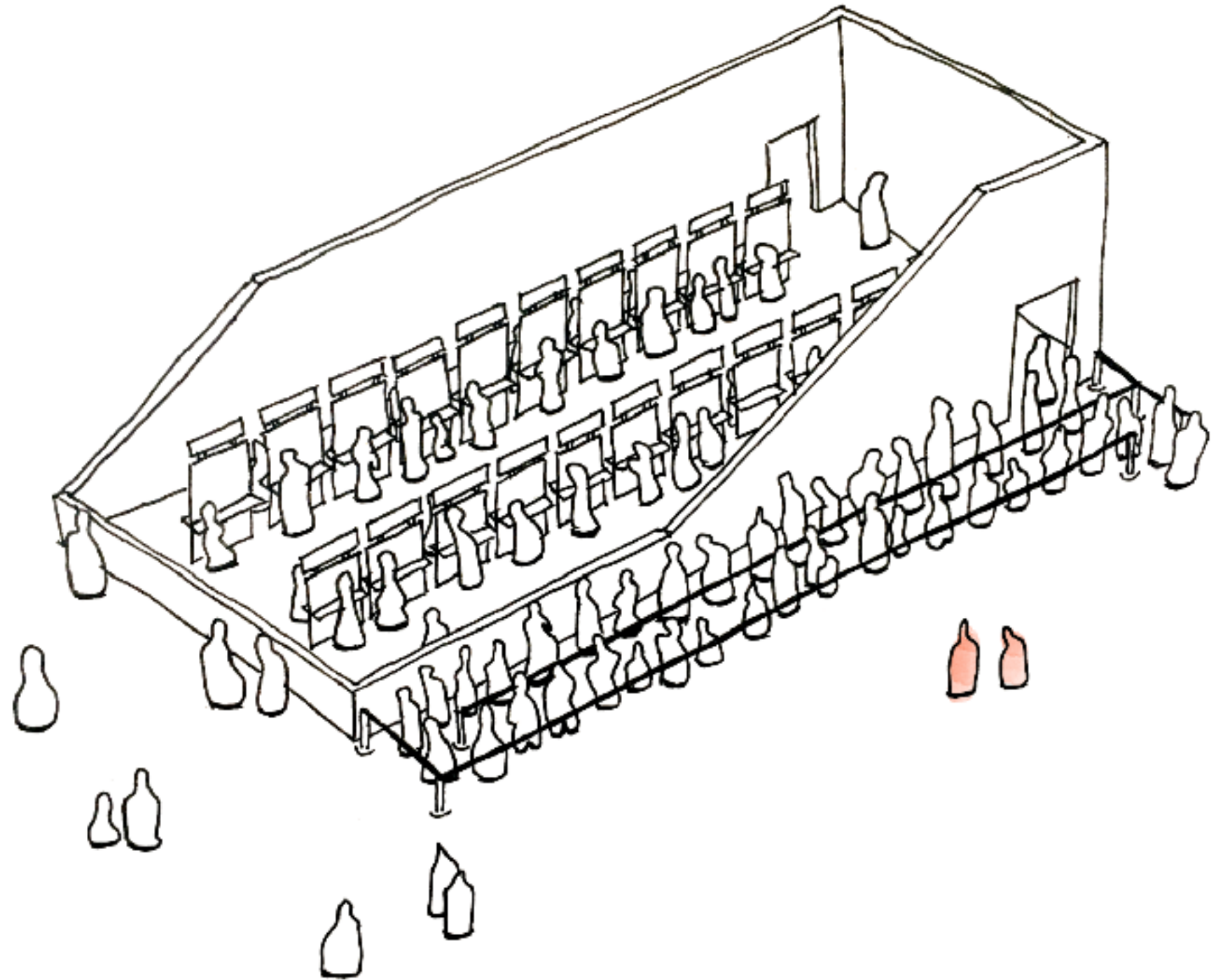
- Longer play times
- More time for questions





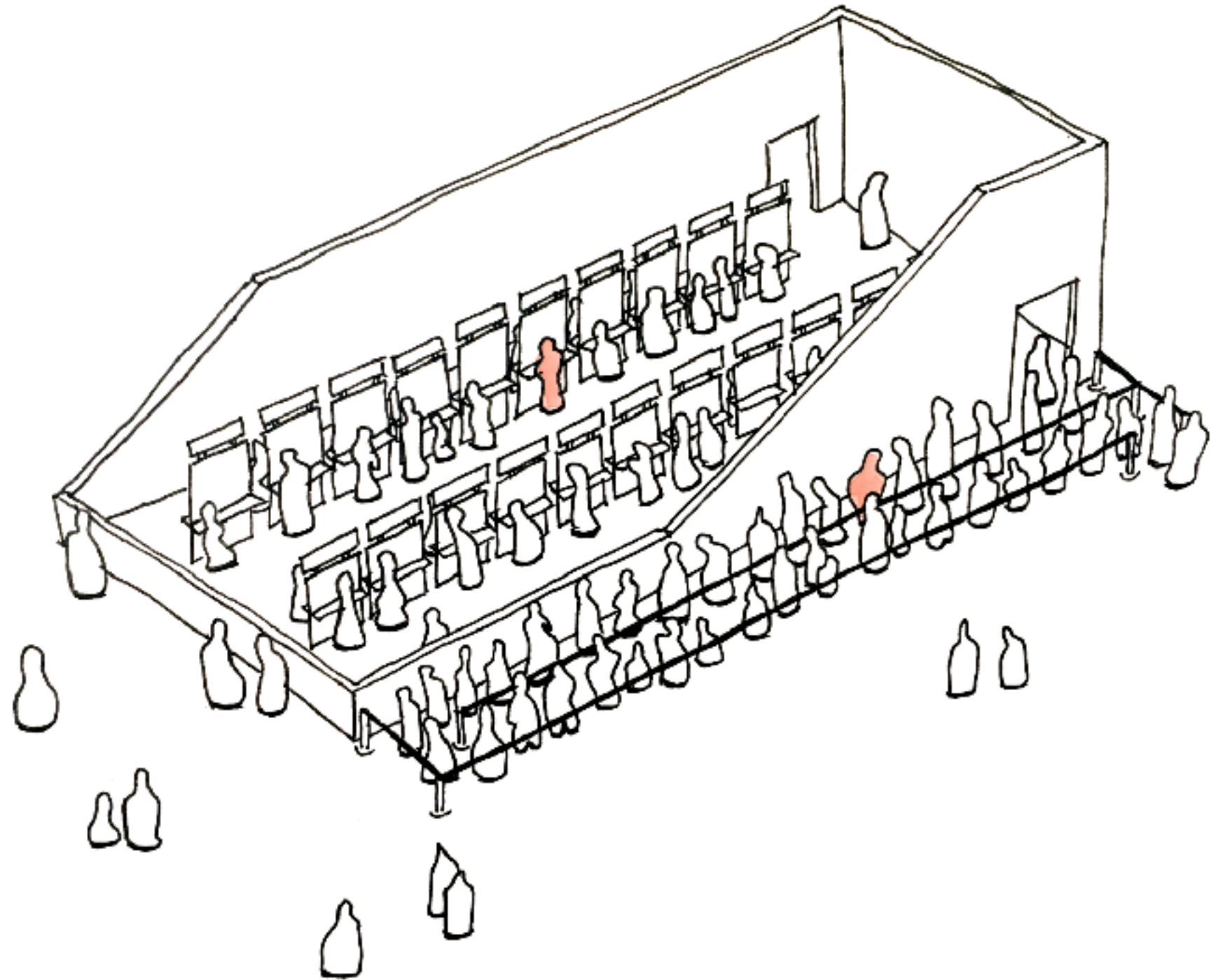
# Press

- Look for press badges
- Are they interested in your kind of game / story?
- Try and get contact details



# Influencers

- Reach out on social media
- Give them something to play



# Wrapup

- Follow up with contacts
- Welcome new fans
  - I hope you took some pictures

# Summary

## Goals

Find out why you're going and prepare accordingly

## Handouts

Have your game and materials are ready to go

## Approach

Know where your audience goes & be excited



