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|  | **FRIDAY 1 FEBRUARY – MORNING** |
| **Time** | **Main Stage** | **Time** | **Hub Stage** |
| **10:00** | **Welcome to Interactive Futures 2019**Jordan Erica Webber,Will Freeman | **10:30** **-** **11:00** | **Access to Finance Panel Session** Fiona Kilkelly (KTN), Alex Tutty (Sheridans), Anna Mansi (BFI) |
| **10:10****-10.25** | **Industry news**Dr Jo Twist (UKIE) | **11:10****-****11:40** | **Perfect Pitch? Top Tips for Securing Funding for Your Game**Simon Smith (Thumbfood) |
| **10:30 - 11:10** | **Reaping the Benefits of Working Local in a Global Company**Mike Brown (Playground), Paul Twynholm (SEGA HARDlight), Chris Coates (Ubisoft) | **11:55****-****12:25** | **Challenges of Working with a Popular IP (Lessons from Love Island - The Game**)Ed Sibley (Fusebox Games) |
| **11:20 - 11:50** | **Dream Machines: Making the Most Desirable Cars for Forza Horizon 4**Yibo Liu (Playground) | **12:35****-****13:15** | **Influencer Marketing: Making the Most of it in Promoting Your Work**Elle Osili Wood, James Day (Jagex), Rich Keith (Fourth Floor Creative), George Rule (Lucid Games) |
| **12:05 - 12:35** | **Games Design & Creativity as Practical Skills**Joe Kinglake (Sumo Digital) | **13:25****-****14:05** | **The Importance of Accessibility in Games Panel Session**Barrie Ellis (Special Effect), Lynsey Graham (Midoki), Mark Friend (Playstation) |
|  | **FRIDAY 1 FEBRUARY – AFTERNOON** |
| **Time** | **Main Stage** | **Time** | **Hub Stage** |
| **12:50****-****13:20** | **Foliage Breakdown on Forza Horizon 4**Jake Woodruff (Playground Games) | **14:15** **-** **14:45** | **How to Hire (and Keep) More Diverse Candidates**Andy Bastable (Rare) |
| **13:35****-14.05** | **Racing Ahead: Designing and Developing Environments to** **Race In**Jason Garlick & Matthew Battison (Codemasters) | **15:00****-****15:30** | **How to Develop Your Game’s Narrative**Greg Buchanan (Buchanan Productions) |
| **14:20 - 15:00** | **Games as a Service**James Back (SEGA HARDlight) and Tom Chambers (Ubisoft) | **15:45****-****16:15** | **Licensing the IP in Your Games (How hard can it be?)**Lindsay Ellis and Rhys Jarman (Wright Hassall) |
| **15:15 - 15:45** | **Automated Testing for Sustainable Game Development**Jessica Baker (Rare) |  |  |
| **16:00 - 16:45** | **The Future of Games Audio Panel**Andy Grier (Space Ape). Dan Parkes (Pixel Toys), Ed Walker (Sounding Sweet), Jethro Dunn (Codemasters), Matthew Florianz (Frontier), Ross Tregenza (Sumo Digital) | **16:30****-****17:00** | **Gaming Brands are Forgetting About Their Audience: What Can Neuroscience & Behavioural Marketing Do About It?**Neil Davidson (HeyHuman) |