



Press Release

Released for immediate publication

devcom 2020 starts “Early Bird” Ticket Sale and Call for Papers

- **UX Designer Celia Hodent will hold a masterclass**
- **First confirmed speakers: Tommy Francois, Dr. Courtney Cogburn and Anastasia Opara**
- **Save up to 24% in the “Early Bird” ticket sale until June 30th**

Cologne, March 10th 2020 – In 2020, devcom continues to uphold its high standards by offering in-depth talks, panels and workshops delivered by games industry experts from all around the globe. In order to broaden the program’s spectrum, speakers are encouraged to participate in devcom’s Call for Papers and submit their approaches and ideas via [this link](#) until May 31, 2020. The following tracks will be of particular interest this year:

- Game Design
- Arts & Visuals
- Leadership
- Tech & Programming
- Sound & Music
- Production & Team Management
- Business & Marketing
- Narrative Design

The number of already confirmed speakers for devcom 2020 is growing: Besides James Green (Creative Assembly), Jesper Kyd (Freelance Composer) and Kirin Sinha (Illumix), the speaker roster is enriched by Tommy Francois (VP of Editorial and Creative Services at Ubisoft), talking about the creation of new franchises and building inspiring worlds in games, Embark Studios’ Tech Artist Anastasia Opara, and Dr. Courtney Cogburn, Associate Professor at Columbia University School of Social Work and faculty member of the Columbia Population Research Center. As the lead creator of 1000 Cut Journey, Dr. Cogburn found a very special way to combat racism in her VR-project.

Last but certainly not least, devcom is proud to introduce the first of a total of four 7-8h in-depth masterclasses, taking place on Saturday, August 22, before devcom starts. The first confirmed masterclass will be held by one of last year’s devcom HEROES Award winners: Celia Hodent, Game UX Consultant and PhD in Psychology. Among other titles, she has worked on blockbusters like *Fortnite*, *Rainbow Six* and *Watch Dogs*. Her masterclass will delve deep into perception, attention and memory. Furthermore, Celia will offer insights into human motivation, emotion and gameflow, to teach masterclass participants how to design even more engaging and user-friendly games. Further masterclasses will be announced soon.

To experience all this at the lowest price possible, devcom announces that the “Early Bird” special with reductions of up to 24% only lasts **until June 30th**.

Find your **devcom** *Ticket*

	Student Pass (limited to 200)	Conference Pass	Business Pass	All Access Pass
Access to devcom Expo Floor	✓	✓	✓	✓
Access to devcom Developer Conference	✓	✓	✓	✓
Access to devcom Sunset Party (Sunday August 23rd, 8pm)	✓	✓	✓	✓
Access to devcom Developer Night Party (Monday August 24th, 8pm)	✓	✓	✓	✓
Food and Beverages	✓	✓	✓	✓
Access to devcom HEROES Awards (Sunday August 23rd, 7pm)	✓	✓	✓	Reserved seat at VIP table
gamescom 3-day Trade Visitor Ticket		✓	✓	✓
Access to devcom Event and Matchmaking App		Receive request only	Receive and send request	Receive and send request
Access to devcom Business Area			✓	✓
Access to devcom Press Conference Rooms			✓	✓
Access to devcom Networking Dinner (Saturday August 22nd, at 8pm)			Limited to the first 50	✓
gamescom and devcom Key Account Services				✓
Access to the devcom Guest Club				✓
Access to gamescom Exhibitor Party (Wednesday August 26th, at 8pm)				✓
Mega Early Bird Price (Ends December 15th, 2019)	59 €	299 €	599 €	818 €
Super Early Bird Price (Ends January 31st, 2020)	69 €	369 €	699 €	955 €
Early Bird Price (Ends June 30th, 2020)	89 €	419 €	849 €	1.019 €
Regular Price (Ends August 22nd, 2020)	99 €	479 €	959 €	1.228 €
Onsite Price	109 €	519 €	1.049 €	1.364 €

All prices are net without VAT and eventbrite fee

devcom 2020 is taking place in Cologne ahead of gamescom, from August 22nd to 24th. Further information about gamescom's official developer event can be found here: <https://www.devcom.global/>. Tickets for devcom 2020 are available via the official website: <https://www.devcom.global/tickets/>.

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About devcom 2020

devcom is the official gamescom developer event since 2017 and with more than 3,000 attendees in 2019 Europe's annual 'must attend' developers event, taking place from August 22nd to 24th 2020, paving the way for gamescom, the world's biggest video games exhibition.



After our exclusive masterclasses on Saturday, join us for the exclusive devcom Networking Dinner on Saturday evening, have a hot cup of coffee and tasty snacks on the showfloor, check out numerous business and indie exhibitors showcasing their services and games, witness the devcom HEROES award and attend our open-air devcom Sunset Party and devcom Developer Night, that is planned to take place Monday evening. On top, devcom offers you and your team turnkey ready HR booths to scout for new talents, secluded rooms to organize your own individual press conference, as well as an excellent matchmaking app to plan your meeting schedule.

devcom 2020 features:

- Masterclasses throughout Saturday, led by industry legends from all areas of the industry
- a Saturday evening Networking dinner: dine and connect with the faces of the games industry
- an expo area: showcase and promote your services and tools to game developers
- a 2-day conference program – share and learn with industry experts and your peers
- devcom Green NRW Indie Expo discover and play the next indie game hit
- a business area: meet and network with decision makers
- a PR Conference Room: schedule your personal conference and present your games to the press
- the devcom HEROES Award show – uncover and reward the people behind the screen
- at the moment, there are two planned parties: the devcom Sunset Party on Sunday evening and the big devcom Indie Developer Night on Monday evening - mingle and celebrate with us!

devcom is organized by

devcom GmbH a subsidiary of game – the German Games Industry Association, co-organiser of gamescom
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About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. Here hundreds of thousands of visitors from hundreds of countries celebrate the latest games on-site in Cologne as



well as millions of fans worldwide via the digital channels. With the business area, the entertainment area, the developer conference devcom, the gamescom congress and the gamescom city festival, gamescom covers the entire diversity of the games culture. In 2019, gamescom opens its doors to all interested trade visitors on Tuesday, 20 August 2019 and to the private visitors on Wednesday, 21 August 2019. gamescom is jointly organised by Koelnmesse and game - the Association for the German Games Industry e.V.

www.gamescom.global

About game – the German Games Industry Association

We are the association of the German games industry. Our members include developers, publishers and many other games industry actors such as e-sports companies, institutions and service providers. As the co-organiser of gamescom, we are responsible for the world's biggest event for computer and video games. We are an expert partner for media and for political and social institutions, and answer questions relating to market development, games culture and media literacy. Our mission is to make Germany the leading location for game development.

www.game.de

About Koelnmesse

Koelnmesse – Global Competence in Digital Media, Entertainment and Mobility: Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

www.koelnmesse.com