



# CALL FOR CHANGE Summit

Practical approaches to  
diversity, inclusion, and  
accessibility

**February 25-26, 2021**  
[www.devcom.global](http://www.devcom.global)



# **Call For Change Summit kick-off event to raise awareness on topics that are dear to us in a meaningful and impactful way**

At devcom, we all share the same desire: to make a difference and do our part in creating a safer and more welcoming industry.

Focused on diversity, inclusion and accessibility, our 'Call for Change' Summit aims to do exactly that, kicking off 2021 the way we mean to continue, together with industry representatives who themselves are making a huge difference in these areas.

Together, we'll explore the many ways that will help us all to make the entire games industry a more diverse, inclusive and accessible place to work.

The Summit will showcase practical applications and best practices, inspiring attendees with fresh ideas, the right tools and methods for creating diverse teams, working cultures and safe working environments – as well as great games that are accessible to every player out there.

Personal and collective growth comes from learning, from educating ourselves. Our Summit is a rung on this ladder. Featuring the largely underrepresented – ethnic minority, women, trans, non-binary and others of gender nonconfirming – it's part of the active fight for recognition, diversity, equality and inclusion.

So, come and join our Summit from February 25-26, be part of the community engaging with each other and enjoying the wide range of events and topics in our program.

We look forward to seeing you! - your devcom team.



# Summit at a glance

- 2 days – February 25 & 26
- Free participation – register [here](#)
- 2 parallel programs: on PINE (free registration is needed) and on Twitch (no registration)
- Program starts at 10am and finishes at 8:30pm every day
- Interactivity and participation are key, so the program will feature workshops, roundtables, panel discussions, microtalks and fireside chats.
- Program focus is on business and game development through the lens of diversity, inclusion and accessibility
- Target audience: top management, studio and team leads, and developers from all fields  
Themes: Diversity, Inclusion, Accessibility, Neurodivergence, Allyship, Racism, Queerness, Unconscious Biases, Inclusive Communication, etc.
- Emphasis on a diverse speaker line-up.



# Program & Topics Fields

## 6 topics fields

1. Hiring & Building a Diverse Team
2. The Power of Empowerment - Representation Matters
3. No-One Left Behind - Inclusion starts with Accessibility
4. Socializing The Social Network - Safe Spaces in the Digital Age
5. Mental Health
6. The Lie of the Supremacist Target Group

## 2 webinars:

1. Unconscious Bias: Building Awareness of Obstacles to Diversity
2. The "A" Word: Being an Authentic Ally

## 2 keynotes - Business cases for diversity and inclusion within the gaming industry

Call for Speaker opens – please contact our Head of Program, Nico Ballester at [speakers@devcom.global](mailto:speakers@devcom.global)





# The Advisory Board

Allan Cudicio



Founder & Game Designer  
at Twin Drums

Deborah Mensah-Bonsu



Founder at Games For Good

Gabriel Yakir Ketteler



Brand Manager CRYENGINE  
at Crytek

Hanna Fogelberg



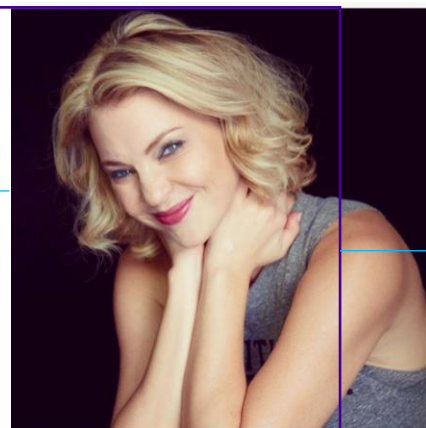
CCO at Landfall Games

Kish Hirani



Chair at BAME in Games

Leah Hardy



Head of Gaming Marketing  
at Facebook

Michaela Bartelt



Senior Director WW Localization  
at EA

Natasha Skult



CEO & Creative Director at  
MiTale



# Sponsorships

		Level 1 - Associate	Level 2 – Ally	Level 3 – Advocate x2	Level 4 – Ambassador x1
Website	Logo on Summit Page	Small – bottom of the page	Small – bottom of the page	Medium – bottom of the page	Large – top of the page
	Promo text	✗	✗	✗	300 characters
Communication	Social Media Post	✓	✓	✓	✓
	Newsletter	Logo	Logo	Logo + 150 characters text	Logo + 300 characters text
PINE Tool	Banner on Lobby	✗	✓	✓	✓
	Banner on Program	✗	✗	✓	✓
	Banner on Session Detail	✗	✗	✓	✓
	Banner on Live Stage	✗	✗	✗	✓
	Banner on Attendees Detail	✗	✓	✓	✓
	Banner on Breakout Rooms	✗	✗	✗	✓
	Banner on Attendees Card	✗	✗	✓	✓
	Banner on Activity Feed	✗	✗	✓	✓
	Logo in Sponsor Section	✗	Small – bottom of the section	Medium – middle of the section	Large – top of the section
	Banner on 1:1 Meeting	✗	✓	✓	✓
	Banner on Agenda	✗	✓	✓	✓
devcom Twitch Channel	Interview / talk / demo	✗	✗	30 minutes	1 hour
	Quiz / Give-away	✗	✓	✓	✓
	Main overlay (side)	✗	✗	Logo	Banner
	Ad break	✗	2 minutes	5 minutes	10 minutes
	Chat bot messages	✗	5 messages	10 messages	25 messages
	Banner overlay - lower third	✗	✗	Once per day	Twice per day
Price _ 20% will be used as a donation		500 €	5,000 €	10,000 €	25,000 €



# Next Steps – Get in touch!

Curious? Do you still have questions? Contact our sales team – we are more than happy to help!

Thank you, and we are looking forward to hearing from you.



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