What test automation can’t teach you!
Adoption of key technologies has become paramount, especially as we move towards increased machine learning, AI, tooling and data usage. However, this session will delve into what test automation cannot replace, and the value of human QA to both the organisation and player.

Attend this workshop to:
- Learn how to test to ensure enjoyment of the product
- Find out how measuring ROI and KPI can ensure enjoyment and title satisfaction
- Understand how retention and acquisition aspects can work within your QA process

Workshop Leader:
Stephen Beier, Executive Producer, Travian Games

Getting MANAGEMENT back into localisation management
Often, many localisation professionals come from linguistic backgrounds, and as such encounter difficulties when it comes to managing the team.
What is the best way to reinvigorate your role? This workshop will teach you how to ensure that the planning, organisation, controlling and leading requirements of your role are fulfilled.

Attend this workshop to:
- Learn the different skillsets and employing methods utilised by other functions
- Discover how to address cultural attitudes internally toward leading within localisation
- Grasp how best to improve your toolset to assist your team

Workshop Leader:
Tamara Tirjak, Senior Localisation Manager, Frontier Developments

Community development before management
Gamers are extremely active on message websites and discussion platforms, adding a second level of potential engagement.
What are the best methods available to engage with your player base? How can you best ensure you are effectively developing and nurturing your community?
Therefore, we will be assessing the following:

Attend this Workshop to:
- Discover what developing a community actually means
- Hear how you can go above and beyond established metrics to gauge community activities
- Leave with the means to measure success of community development internally

Workshop Leader:
Nicolas Nottin, Senior Community Development Specialist, Flare Games
REGISTRATION AND COFFEE: Enjoy early introductions and networking opportunities with your peers

09:00  GAMING IQ WELCOME
Ahmed Ouguenoune, Head of Production, Gaming IQ

09:05  CHAIRPERSON OPENING REMARKS

09:15  ICEBREAKER: NETWORKING BINGO
A highlight of the Game Quality Forum returns in 2019! Upon registration, you will be assigned a colour. You will then meet with participants who share that same colour at a specific table to come together and discuss 3 key questions. There is a prize in it for the winning table so get networking!

Please Share:
1. Who you are
2. Your #1 challenge
3. Your favourite project

09:30  KEYNOTE: Scalability testing your live release
The Live Service model has created new symbiotic relationships between all functions along the quality chain, as each function must in turn interact with the other to ensure the delivery of content, and the stability of builds during the lifecycle of a release. What does this new relationship entail, and how can you ensure tighter collaboration?
Stefan Posthuma, Senior Director of Engineering, Electronic Arts

10:00  Staying in the game: The power of integrated QA, localisation & CX
Arnaud Messager, Senior Director, Localisation QA, Pole to Win International

10:30  Roles, responsibilities and best practices in an agile environment
Often times we can get lost in Agile Environment, sometimes even feeling threatened by automation. This talk highlights what it means to ensure quality across the whole team in a strong Agile team. What value should you provide compared to the rest of the team members?
Tahir Khan, QA Director, Natural Motion Games

11:00  MORNING BREAK

11:30  PANEL DISCUSSION: Development best practise for upping quality
Discuss the various ways in which developers have implemented quality as a key driver into their everyday development cycles. During this, we will be looking to discuss the following:
1. What metrics do we use to determine quality?
2. How can managers help define what quality looks like in Localisation and CS?
3. Is it best to integrate QA early into development to ensure oversight?
Moderator:
Michelle Mangio, Director of Product Quality, Amazon
Panelists:
Gabriel Tendera, QA Lead, Techland
Dave Mitchell, QA Director, CCP Games
Quinn Barbuta, QA Manager, Guerrilla Games

12:15  OPEN FLOOR DEBATE: Internal practices to advancing a quality culture
Following on from the panel, this summary session invites you to interact with the panel on their own practices, including challenges with fostering a quality culture. Attendees from all disciplines are encouraged to participate:
Things to explore:
1. How can you foster a quality mind-set within the team?
2. How can we KPI culture to ensure each function is doing their best to deliver on the quality gamers have come to expect from their releases?
3. Considerations when looking to improve quality across the functions

<table>
<thead>
<tr>
<th>Time</th>
<th>Quality Assurance</th>
<th>Localization</th>
<th>Player Support</th>
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</thead>
<tbody>
<tr>
<td>12:15</td>
<td>AI testing...</td>
<td>Approaches to measuring profitability in F2P localisation rough outline</td>
<td>The day-to-day when supporting your international release</td>
</tr>
<tr>
<td>13:30</td>
<td>Lessons from King</td>
<td>Localisation is still often regarded as a necessary evil to change that mindset make devs aware that localisation should generate money</td>
<td>This session will delve into the routine at Koch Media</td>
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<td></td>
<td>QA perspectives...</td>
<td>What factors determine if a language is successful</td>
<td>Working middle between a very hands-on-mentality (tactics) and a long-term-workflow (strategy)</td>
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<td>on current developments using machine learning</td>
<td>What are the tools (tracking) needed for this</td>
<td>Rudolf Thomas Inderst, International Community Specialist, Koch Media</td>
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<td></td>
<td>Theoretical/technical breakdowns on how King has implemented AI tools and machine learning</td>
<td>Decision: if we do not localise into x, do we leave money on the table or do we throw it out of the window</td>
<td>Alexander Andelkovic, Senior Agile Testing Lead, King</td>
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<td>Alexander Andelkovic, Senior Agile Testing Lead, King</td>
<td>Sandra Kolb, Head of Publishing Services, Flare Games</td>
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<td>14:00</td>
<td>Defining quality within development</td>
<td>Spanish and Portuguese - sure, but which versions?</td>
<td>Goodbay &amp; Playspace: Global launch of world class player support</td>
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<td></td>
<td>The importance of integrated QA has become more prevalent</td>
<td>This session aims to provide insights to take into account when defining your localisation strategy for these large and fast growing language markets</td>
<td>This session will delve into exactly how Playspace and Goodbay came together to deliver top quality support</td>
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<td>How should QA be seen as more developers and publishers push to ensure their titles</td>
<td>Teddy Bungston, Founder, Roundtable Studio</td>
<td>Alfonso Villar, CEO, Playspace</td>
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<td>Robert Denton Bryant, Director, Video Game Development, St Edwards University</td>
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<td>Andres Nummi, Player Support Manager, Playspace</td>
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<td>14:30</td>
<td>Understanding the requirements of live QA</td>
<td>Using automation, MT &amp; machine learning in continuous GaaS localization</td>
<td>Building a customer journey for players</td>
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<td></td>
<td>The push towards GaaS pushed forward the need for Live QA?</td>
<td>How using MT helped us bridge the gap between development and localization (specifically integrating localization early in the process) - Automation in QA - Overall benefits &amp; challenges</td>
<td>As live releases have become the norm, Triple A and Indie developers alike must plan their titles releases</td>
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<td>What are the biggest advantages and toughest drawbacks when working within such system?</td>
<td>Natalie Gladkaya, Director of Localisation, Plarium</td>
<td>Learn how an imbedded player support system in a live release provides increased value to players</td>
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<td>Michael Larsen, Test Lead, RETO MOTO</td>
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<td>Casey Al-Kaisey, Chief Marketing Officer, Ninjas in Pyjamas</td>
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Our legendary roundtable sessions are back for 2019!

Feedback from past events has shown that this is one of the most useful and engaging parts of the conference – Collaborate with your industry peers and work through the most relevant challenges to you.

Choose 1 roundtable to join. Each table will elect a leader who will prompt conversation, keep the discussion on course and feedback what has been discussed at the end!

Places on each roundtable are limited – so booking early is a must if you don’t want to miss out on the roundtable of your choice

1. Streamlining interdepartmental communication channels
2. Crowdsource testing as a means of QA
3. Moving past translation, localisation readiness and maturity
4. Scalability and adapting technical requirements
5. Technical innovations in game support
6. Engaging your community to improve delivery through VIP systems

16:45 Game Quality Forum - Ask me anything!
As we close the first day of the Game Quality Forum 2019, we invite you to join this open floor debate, where a select group of speakers and advisory board members will be answering your questions on everything quality.

Participants:
Christian Moriz, International Development Director, Koch Media

17:15 CHAIRPERSON CLOSING REMARKS

17:30 DRINKS RECEPTION HOSTED BY TESTRONIC

19:00 ANNUAL GAMING IQ PARTY

“Got some great insights and ideas, but the networking was actually the most beneficial part of it!”

Travian Games
08:00 REGISTRATION AND COFFEE: Enjoy early introductions and networking opportunities with your peers

09:05 CHAIRPERSON OPENING REMARKS

09:15 Quality measurement within localisation
In this session, King will demonstrate why it is critical to communicate your quality control process with your team and vendors.

- Analysis and compare different quality rating methodologies
- Examples in the industry and the pros and cons
- Preferential changes/style improvement in your quality control process
- Why is it so important for especially Asian languages? And why shouldn't it be counted as bugs?
- How to communicate your expectation to translators and internal stakeholders?

Chen Lin, Localisation Project Manager, King

10:00 Moving from single player focus AAA games to game as a service
A unique perspective about the evolution that the teams at Ubisoft went through and the key learning experienced within their Live Service releases, such as Rainbow Six Siege and Ghost Recon. They will also be providing insight into their processes and where Ubisoft is heading in the next years with these titles.

Guillaume Desjardins, Dev Test Lead, Ubisoft Montreal

10:30 Injecting quality from production to release
Here we will discuss the journey from working as a 3rd party QA analyst in a purely black box environment to managing quality in a team where grey and white box testing is a required part of ensuring quality. This will cover some strategies and tools for scaling up technical knowledge and starting to play in a world of automated testing, synthetic monitoring, and static analysis (among other solutions).

Cole Tufts, QA Lead, Riot Games

11:00 MORNING BREAK

11:30 Independent discussion groups
Choose 2 out of 6 groups to join. You will have 30 mins for each discussion group. Please note that early registration is necessary to reserve a specific group. Subject to availability – First come, first serve!

QUALITY ASSURANCE
- Technological Requirements of Live Services

LOCALISATION
- Translation Beyond Localisation
- Machine Translation within Localisation

PLAYER SUPPORT
- The Value of Player Analytics to your Release
- Using Qualitative Feedback

12:45 NETWORKING LUNCH

“Very insightful, learned a lot of new stuff!”
SOEDESCO

“Excellent presentation and a real talking point when we got back to work”
Outplay

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Role</th>
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<tbody>
<tr>
<td>13:45</td>
<td>An international QA approach to mobile games from Tencent</td>
<td>Paddy Zhao, International QA Lead, Tencent</td>
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<td></td>
<td>Management approaches to localisation:</td>
<td>Mark Barney, Producer, Artifex Mundi</td>
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<td></td>
<td>Science in localisation:</td>
<td>Arnuard Messager, Senior Director, Localisation QA, Pole to Win International</td>
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<td></td>
<td>Working to improve quality through peer-to-peer review:</td>
<td>Sebastian Jung, Community Manager, PUBG Corporation</td>
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<tr>
<td>14:15</td>
<td>How to release 10 games on 3 platforms with a team of 4 in 1 year and stay sane</td>
<td>Kamil Gawelda, Senior QA Engineer, Artifex Mundi</td>
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<td>Integrating localisation early in production</td>
<td>Sarah Beauter, Head of Localisation, Gameforge</td>
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<tr>
<td>14:45</td>
<td>Applying formal techniques during test planning in games</td>
<td>Chris Howell, Principal QA Engineer, Natural Motion Games</td>
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<td>Service transformation – innovation in game support</td>
<td>Sarah Beauter, Head of Localisation, Gameforge</td>
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<td>15:15</td>
<td><strong>AFTERNOON BREAK</strong></td>
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<td>15:45</td>
<td><strong>Live poll!</strong>                                     At the beginning of the conference and throughout days 1 and 2, everyone will have taken part in a live poll using our Game Quality Forum App, which asked you to submit a key challenge in your role. The top 5 most popular will now be reviewed and debated during the interactive panel session.</td>
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<tr>
<td>16:15</td>
<td><strong>CHAIRPERSON CLOSING REMARKS</strong></td>
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<td>16:30</td>
<td><strong>CLOSE OF GAME QUALITY FORUM GLOBAL 2019</strong></td>
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