

No 1 / QN / August 20, 2021, Cologne

gamescom congress on August 26 and 27, 2021 highlights potential of computer games

- Europe's leading conference on the potential of games
- Over 30 sessions streamed live
- Selected sessions held in English
- Focus: "Digital Learning with Games" in everyday school life

How can computer games promote learning in everyday school life? Where are games driving innovation in industry and healthcare? What role do games play in social interaction? These and other topics will be the focus of the gamescom congress on August 26 and 27, 2021. Once again, the conference will be held purely online and free of charge at www.gamescom-congress.com and gamescom now, the gamescom content hub. This year people can look forward to even more expert talks, sessions and opportunities to connect and share insights.

Concise talks, in-depth panels and practical workshops - this is gamescom congress 2021. In more than 30 talks and sessions, the congress will show the different areas games have long been used for and the potential they offer for society and business. One focus is "digital learning" and how games can enrich everyday school life. Due to the Corona pandemic, games have become even more important in education, which will be highlighted in several talks. gamescom congress 2021 will focus on five topics:

- Games & Education: How can computer games promote learning?
- Games & Innovation: How does the economy benefit from game technologies?
- Games & Health: What opportunities do games offer the healthcare sector?
- Games & Society: What role do games play in social interaction?
- Games & Politics: What conditions must politics create for gamers?

The following sessions are available in English (Subject to change):

Thursday, August 26, 10:30 CEST

Keynote: The Grammar of Computers: Science, Society, Technology and Arts
by Linda Liukas, Mary Poppins of Computing, Bestselling Author - Rails Girls
<https://sched.co/LZm8>

Thursday, August 26, 11:05 CEST

Keynote: Video Games & the Future of Entertainment
by Joost van Dreunen, New York University Stern School of Business
<https://sched.co/LZmC>

gamescom congress 2021

August 26. & 27, 2021
www.gamescom-congress.de

Your contact for inquiries:

Achim Quinke

Telephone

+49 40 4309 3949

E-Mail

presse@quinke.com

Organizers:



Sponsored by:

Der Ministerpräsident
des Landes Nordrhein-Westfalen



 KölnBusiness

In cooperation with:



Thursday, August 26, 13:40 CEST

Virtual driving and real points, on the relations of real racing and gaming simulations

by **Marco Massarutto**, Co-Founder&Executive Manager, KUNOS Simulazioni

<https://sched.co/lcp8>

Thursday, August 26, 15:30 CEST

Healing in Relationship with Technology

by **Brie Code**, Founder and CEO, TRU LUV

<https://sched.co/lcpQ>

Thursday, August 26, 18:00 CEST

Beyond gamification: searching for the silver bullet of engagement

by **Amy Jo Kim**, CEO, Gamethinking.io

<https://sched.co/lcqY>

Friday, August 27, 11:00 CEST

Into the DOOM WOOD: Raze hell and save the world

by **Franziska Lehnert**, Head of Communication GSA, Bethesda

<https://sched.co/m5vS>

Friday, August 27, 11:15 CEST

How the Games Industry can have a major impact restoring nature

by **Maria Wagner**, Founder, Impact with Joy, Co-Initiatorin GamesForest.Club
and **Georg Broxtermann**, Founder and Chairman, GameInfluencer GmbH

<https://sched.co/lcr5>

Friday, August 27, 11:25 CEST

**Using games to communicate green messaging! - Alba: a wildlife adventure,
Monument Valley 2 & Playing for the Planet**

by **Jane Campbell**, Studio Operations Lead, ustwo games

<https://sched.co/lrUu>

Friday, August 27, 11:45 CEST

Panel: Playing for the Planet - How the games industry is facilitating change

with **Jane Campbell**, Studio Operations Lead, ustwo games

and **Franziska Lehnert**, Head of Communication GSA, Bethesda

and **Siiri Maeklae**, Assoc. Expert, Youth & Advocacy, UN Environment

and **Sabine Saeidy-Nory**, game e.V., the association of the German games industry

<https://sched.co/lcr4>

gamescom congress is Europe's leading conference on the potential of computer and video games in society and business and is a central part of gamescom every year. The congress addresses guests far beyond the games industry. These include experts from culture, education, politics, science and media, as well as business leaders from all sectors.

Further Information:

Stay up to date:

Latest news about the gamescom congress on [Facebook](#), [Twitter](#) and #gcc21

Unsubscribe from the press distribution list:

By mail to unsubscribe-gcc@quinke.com.

About the gamescom congress 2021

The gamescom congress takes place annually as part of the gamescom. In 2021, the congress will be 100% digital for the second time due to the restrictions imposed by the Corona pandemic. The congress is Europe's leading conference on the potential of computer games in a digitalised world and offers insights far beyond the digital and media industry. Speakers from Germany and abroad will present in talks, seminars and panel discussions. The gamescom congress is organized by Koelnmesse GmbH and game e.V., the association of the German games industry. The gamescom congress is sponsored by the state of North Rhine-Westphalia, KölnBusiness Wirtschaftsförderung and the NRW media network. www.gamescom-congress.de

Your contact for inquiries:

Achim Quinke
Quinke Networks GmbH
Palmaille 59
22767 Hamburg
Germany
Phone: +49 40 4309 3949
presse@quinke.com