

# PROGRAM BUSINESS PLAY 2013

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## 1 October 2013: Day 1

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1.00pm CHECK IN

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1.30pm Welcome to Business Play 2013 & Day 1

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1.45pm **KEYNOTE I Amir Kassaei**, DDB, USA  
Gameful Marketing –  
How To Let Your Customer Play

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2.20pm **KEYNOTE II Maarten Molenaar**, Rabobank, NL

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3.00pm AFTERNOON BREAK

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3.30pm **PARALLEL WORKSHOPS**  
**Marigo Raftopoulos**, RMIT University, GEElab  
Gameful Enterprise Innovation  
**Dominik Stampfl**, Audi AG  
Gameful Urban Mobility  
**Sven Krome**, RMIT University, GEElab  
Health & Quantified Self  
**Oliver Passek**, ZDF Television Board  
Gameful TV & Transmedia  
**Roman Rackwitz**, Engaginglab  
Gamification 101 for Start Ups

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6.00pm DAY 1 OUTRO

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6.15pm END OF DAY 1

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7.30pm **GAMEFUL NETWORKING PARTY**  
incl. buffet

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## 2 October 2013: Day 2

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8.30pm INTRO TO BIZPLAY 2013, DAY 2

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8.45pm **PARALLEL WORKSHOPS (CONT'D)**

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10.45pm **WEISSWURST BREAKFAST**

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11.30pm **PARALLEL WORKSHOPS (CONT'D)**

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1.00pm **GROUP PRESENTATIONS & SUMMARY**

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2.00pm **END OF BUSINESS PLAY 2013**

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