



ON THE ROAD TO GDC...

**A regional market preparedness workshop
company counselling, on location support,
networking event at GDC.**

A complete counselling/coaching program, free of charge, for emerging to mid-career Canadian game developers in preparation of the Game Developers' Conference and the Game Connection, held in San Francisco, March 5-9 2007.

***On the road to GDC...* is an initiative of Telefilm Canada, through the Canada New Media Fund, in collaboration with Alliance numériQC, TechPEI, OMDC and New Media BC.**

Where

The one-day workshop will be delivered regionally as follows:

Montréal (Quebec)	January 29 th	Toronto (Ontario)	February 2nd
Charlottetown (PEI)	January 31 st	Vancouver (BC)	February 5 th

If you are located outside these 4 locations, we can support part of your travel costs: 50% of your travel fee and accommodation (1 night only) to a maximum of \$300 per participant. Please refer to the application form.

Application deadline January 17, 2007

Eligibility Criteria

The program is opened to all emerging to mid-career Canadian game developers registered to GDC and/or to the Game Connection 2007 which meet one of the following criteria:

- Canadian companies attending GDC or the Game Connection for the 1st or 2nd time or
- Canadian game developers with a prototype ready to export

The number of participants is limited and Telefilm Canada may apply a selection process based on a first come first served as well as ensuring a balanced regional representation. Please note that only one participant per company is allowed.

Content

- A one-day training/coaching session with 2 experienced industry consultants/mentors

Jean François Tremblay

With over 9 years of experience working with the video game industry and Internet related technologies/services (Copernic Technologies, Sarbakan, WildTangent (USA), Corus Entertainment), Jean-François Tremblay has developed a strong expertise in developing and implementing international marketing strategies, including market development operations for the US and European markets. Jean François Tremblay was named IT personality of the year in 2003 (along with business associates) for the province of Quebec. Acting now as a consultant, he lately organized over 65 meetings between US buyers and Quebec service providers at the Montreal Game Summit. He also acts as a mentor with some young companies.

Michael S. Summers

Michael S. Summers is the founder and President of Pacific Highlander Inc.; a product development and marketing firm. Prior to launching Pacific Highlander, Mr. Summers worked 3 years for Bizdev Inc, a business management firm for the video game industry. Mr. Summer's responsibilities included new business development, project / IP management and securing publishing contracts for his clients. Bizdev's publishing partners included: Activision, Electronic Arts, Disney, Take2 Interactive, THQ and Warner Bros. Bizdev's studio clients included: Breakaway Games, Steel Monkeys Studios, Sarbakan, Beenox, Vicious Cycle Studios and Hyperspace Cowgirls. Mr. Summers is also a frequent speaker for the undergraduate and graduate MBA entrepreneurship programs at the Craig School of Business; California State University Fresno. Mr. Summers also volunteers his time as a mentor coaching young collegiate entrepreneurs through the Lyles Center for Innovation and Entrepreneurship at CSUF (#4 program in the US) and sits on the Collegiate Entrepreneurship Organization (CEO) advisory board.

Topics to be addressed:

The A to Z to GDC:

- ⇒ How to navigate the GDC and how to prepare.
- ⇒ How to catch publishers' attention at GDC (marketing and publicity issues)
- ⇒ How to follow-up on GDC meetings and contacts

The Game Connection:

- ⇒ How to get the best out of it?
- ⇒ How to pitch your project?

The American market:

- ⇒ Challenges and opportunities for new comers

After the workshop and the lunch, each young developer will have the opportunity to meet one of the two consultants privately under non-disclosure agreement. This half an hour meeting should be scheduled before the workshop.

- **4 weeks of individual counselling** to refine companies' export strategy at GDC. Following the workshop and until GDC, each company will work under non-disclosure agreement by email and phone with one of the two consultants, to refine their export strategy at GDC, i.e. refining their marketing approach, their pitch to publishers, identifying key prospects and setting up meetings etc...
- **Building on Canadian presence at GDC**
On location support will be provided by the two consultants during 3 out of the 5 days of the GDC and a networking event will be organized.

For more information, please contact Véronique Le Sayec, Project Leader, Festivals & Markets at lesayev@telefilm.gc.ca or by phone at 1 800-567-0890 ext 2029

[Click here to download the application form](#) and send it to Veronique Le Sayec at lesayev@telefilm.gc.ca by **January 17, 2007**.