



FIRST PLAYABLE
WHERE GAMES GROW



10-11-12 JUNE 2026, FIRENZE
PROGRAM & MAP

CINEMA LA COMPAGNIA | VIA CAVOUR 50-R
PALAZZO DEGLI AFFARI | PIAZZA ADUA, 1
WWW.FIRSTPLAYABLE.IT



CINEMA LA COMPAGNIA
VIA CAVOUR, 50-R



WEDNESDAY, JUNE 10

KICK-OFF CONFERENCE

- FROM 1.00 PM Check-in and badge distribution
- 2.00 PM – 2.15 PM Opening
- 2.15 PM – 2.45 PM Just Like Nonna Used to Make: Zac's Secret Sauce for Marketing in 2026
- 2.45 PM – 3.15 PM Bold & Bizarre: Finding New Paths to Players
- 3.15 PM – 3.45 PM The Polish Way: Building a Strong Games Ecosystem
- 3.45 PM – 4.30 PM The Many Voices of Polish Game Development: Creativity, Community and Global Ambition
- 4.30 PM – 5.00 PM Power Play: Video Games, Politics and the Battle for Global Influence

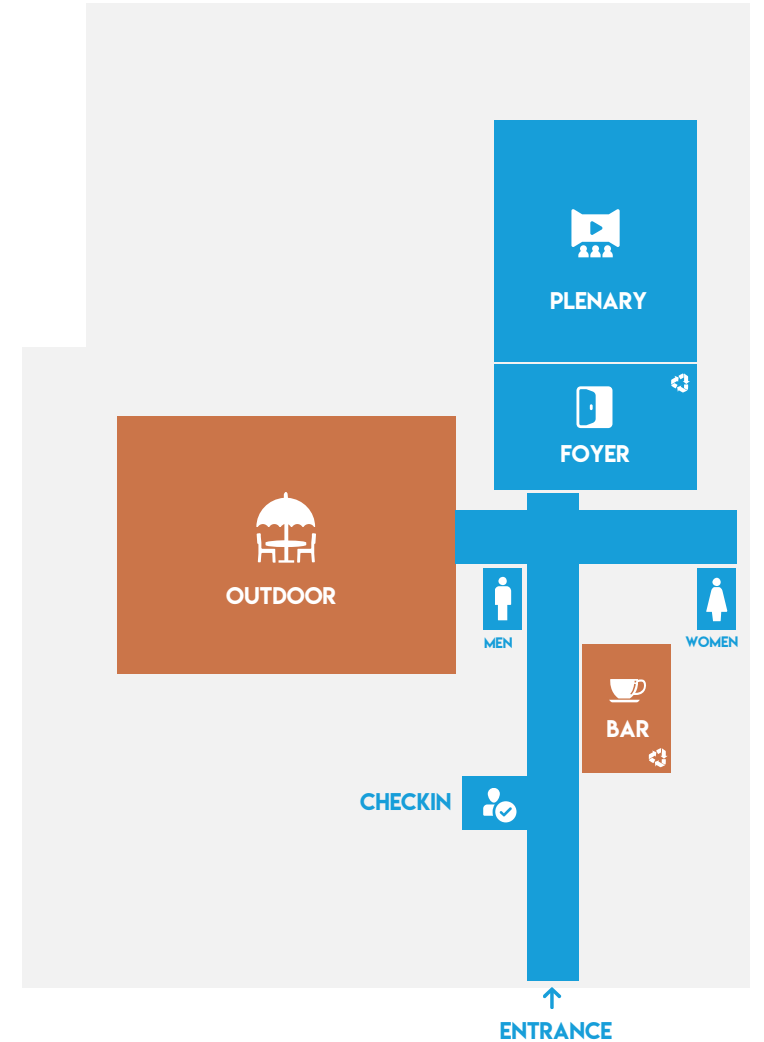
- 5.00 PM – 5.30 PM Beyond the Quest Log: Chris Avellone on Writing the Present and future Generation of RPGs
- 5.30 PM – 6.00 PM Under the Eclipse: Building the Vision of SAROS



THURSDAY, JUNE 11

ITALIAN VIDEO GAME AWARDS

- FROM 6.45 PM Guests check-in
- 7.30 PM – 9.00 PM Ceremony
- FROM 9.00 PM Afterparty





PALAZZO DEGLI AFFARI
PIAZZA ADUA, 1












-  MEETING AREA
-  WORKSHOP AREA
-  ROUNDTABLE AREA
-  COURTYARD
















THURSDAY, JUNE 11

FROM 9.00 AM

Check-in and badge distribution

-  9.30 AM – 10.30 AM  Debugging Legal: 10+ mistakes you can avoid | LCA Studio Legale
- 10.00 AM – 6.30 PM  Meeting 1:1
-  11.00 AM – 12.00 PM  You have 5 minutes: how to hook a publisher | XSOLLA
-  11.00 AM – 12.00 PM  Publishing Unfiltered | Gambit Digital
-  11.00 AM – 12.00 PM  USPs and hooks: make your game stand out | Slitherine
-  11.00 AM – 12.00 PM  Mastering the Hardware - Porting Cronos: The New Dawn to Nintendo Switch 2 | Bloober Team, Pixelant Games

-  12.00 PM – 1.00 PM  PC Game Growth: Scaling Through Creators & Partnerships | XSOLLA
-  2.30 PM – 4.00 PM  Launch of the Gecko Fork Incubator | Slitherine
-  4.00 PM – 5.00 PM  Funding Options for Startup Game Development Companies | 1Up Ventures
-  4.00 PM – 5.00 PM  Survival Mode & Beyond: Resilience, Reinvention, and Navigating Change | Epic Games
-  4.00 PM – 5.00 PM  How do we succeed in today's interactive entertainment industry one year on? | SuperNova Capital
- 4.00 PM – 6.00 PM  Gelato Break powered by Slitherine
-  4.45 PM – 5.30 PM  PlayStation Independent Partner Session | Sony Interactive Entertainment



PALAZZO DEGLI AFFARI
PIAZZA ADUA, 1

- MEETING AREA
- WORKSHOP AREA
- ROUNDTABLE AREA



FRIDAY, JUNE 12

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|---------------------|--|--|--|
| FROM 9.00 AM | | Check-in and badge distribution | |
| 10.00 AM – 6.30 PM | | Meeting 1:1 | |
| 10.00 AM – 11.00 AM | | From Classroom to Studio: Preparing for a career in games Epic Games | |
| 11.00 AM – 12.00 PM | | Self-Publishing is a Bug, not a Feature Sourcing in the Rain | |
| 11.00 AM – 12.00 PM | | How to self-publish on XBOX ID@XBOX | |
| 11.00 AM – 12.00 PM | | PlayStation Independent Partners Q&A Sony Interactive Entertainment | |
| 12.00 PM – 12.45 PM | | Investing in Creativity: Unlocking InvestEU Opportunities for the Cultural and Creative Sectors European Investment Fund | |
| 2.30 PM – 3.30 PM | | Bologna Game Farm: metodo, risultati e prospettive Bologna Game Farm | |
| 3.30 PM – 4.30 PM | | How to maximize discovery, reach & momentum through XBOX ID@XBOX | |



**GROUND FLOOR
PALAZZO DEGLI AFFARI**



A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE



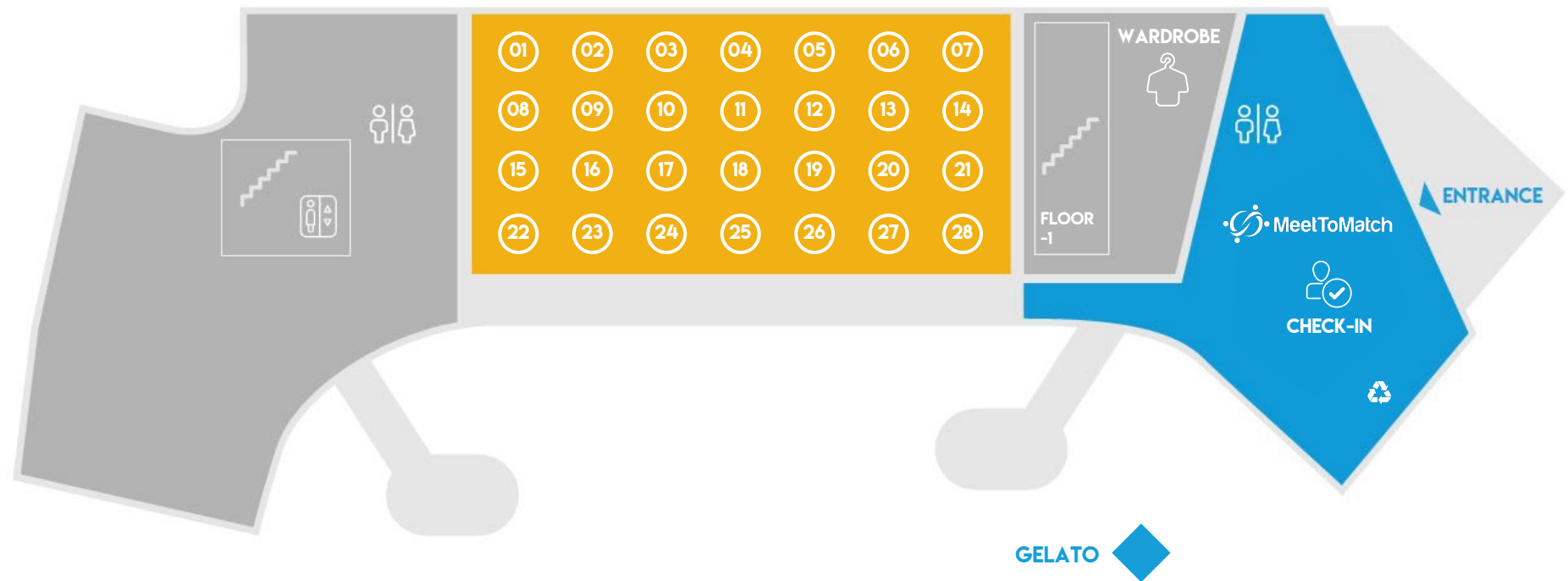
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- 01 11 BIT STUDIOS
- 02 1UP VENTURES
- 03 AEROSOFT
- 04 ALIBI GAMES
- 05 ARC GAMES
- 06 BANDAI NAMCO ENTERTAINMENT
- 07 BEHOLD VENTURES
- 08 BILIBILI
- 09 BOLOGNA GAME FARM
- 10 BRIGHT GAMBIT
- 11 BYTEROCKERS' GAMES
- 12 CABOODLE GAMES
- 13 CHUCKLEFISH
- 14 CREATIVE EUROPE MEDIA DESK ITALY
- 15 CURVE GAMES
- 16 DAEDALIC ENTERTAINMENT
- 17 DANGEN ENTERTAINMENT
- 18 DDM
- 19 DEVOLVER DIGITAL
- 20 DIGITAL RONIN
- 21 EPIC GAMES
- 22 FIRENUT GAMES
- 23 FIRESHINE GAMES
- 24 FOCUS HOME INTERACTIVE
- 25 GAMBIT DIGITAL
- 26 GAMERSKY GAMES
- 27 GRIFFIN GAMING PARTNERS
- 28 HOUSEMARQUE



MEETING AREA





FIRST FLOOR
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- 29 ICHIBA
- 30 ID@XBOX
- 31 ITA - ITALIAN TRADE AGENCY
- 32 KANDO FACTORY
- 33 KRAFTON
- 34 KWALEE
- 35 LCA STUDIO LEGALE
- 36 LIVEMEFIVE
- 37 MARVELOUS EUROPE
- 38 NEOWIZ
- 39 NETMARBLE
- 40 NINTENDO OF EUROPE
- 41 PANTALON
- 42 PLAION
- 43 PLAYSIDE STUDIOS
- 44 PQUBE
- 45 SARDEGNA FILM COMMISSION
- 46 SLITHERINE
- 47 SOEDESCO PUBLISHING
- 48 SONY INTERACTIVE ENTERTAINMENT
- 49 SOURCING IN THE RAIN
- 50 SUPERNOVA CAPITAL
- 51 TENCENT
- 52 WEEKEND GAMES
- 53 WHISPER GAMES
- 54 WHITETHORN GAMES
- 55 WIRED PRODUCTIONS
- 56 XSOLLA
- 57 PUBLIC TABLE A
- 58 PUBLIC TABLE B
- 59 PUBLIC TABLE C
- 60 PUBLIC TABLE D



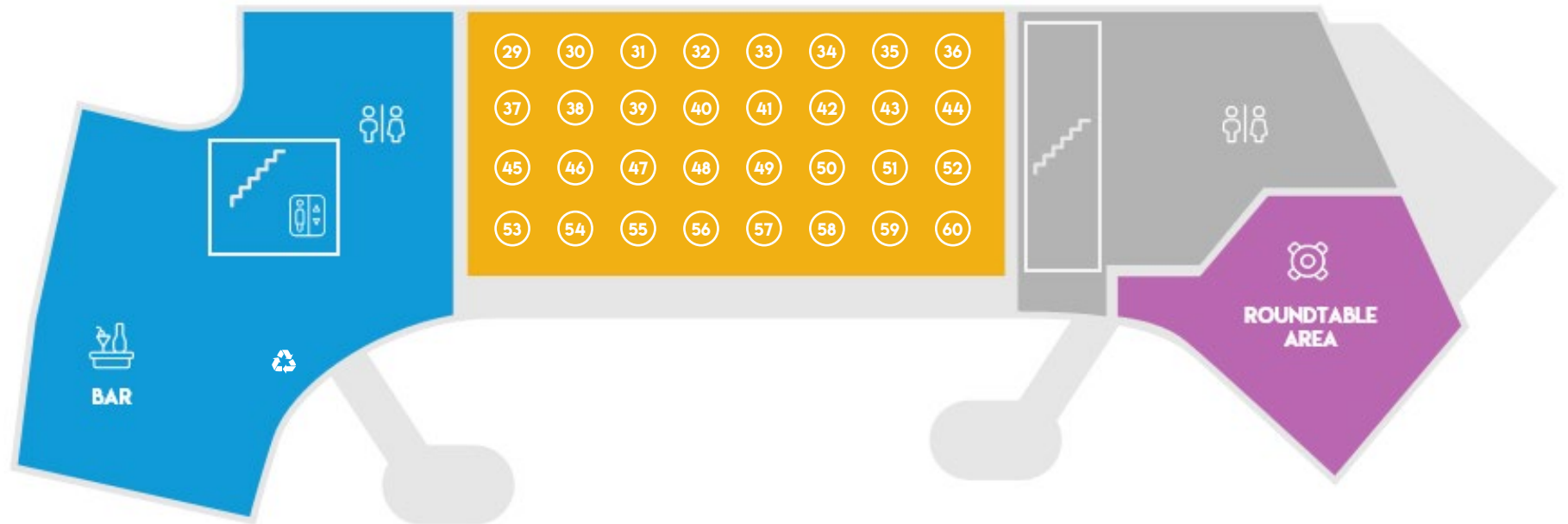
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MEETING AREA





SECOND FLOOR
PALAZZO DEGLI AFFARI



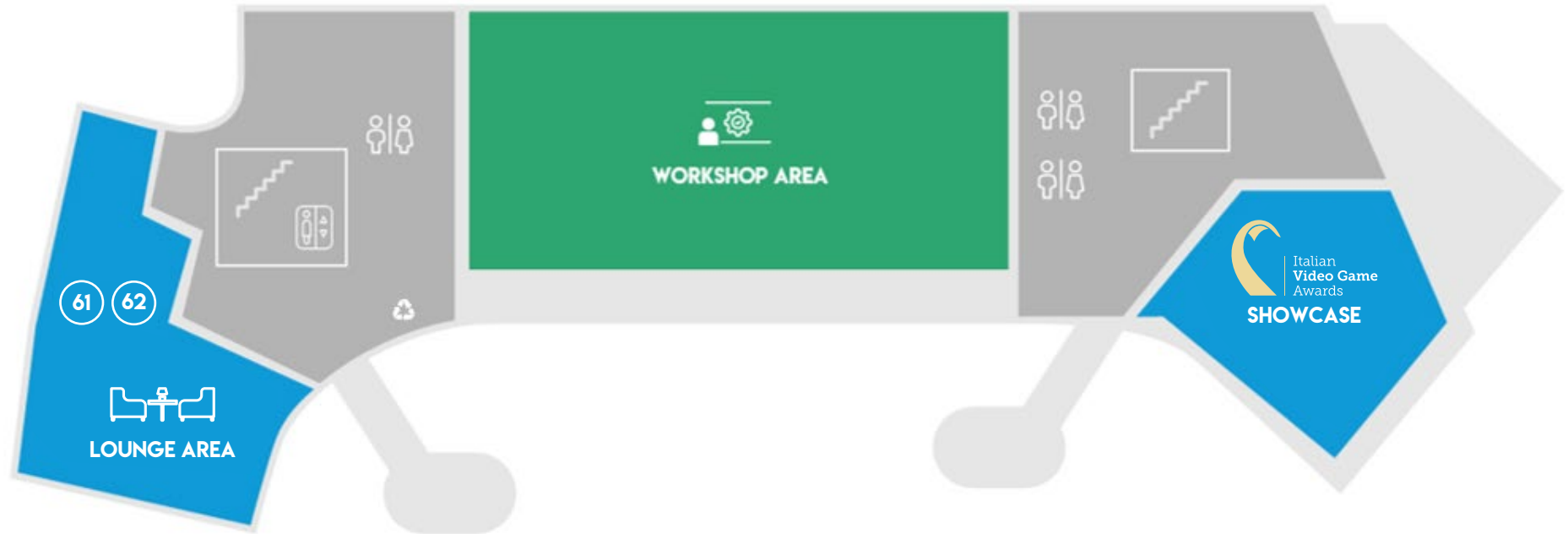
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- 61 PUBLIC TABLE E
- 62 PUBLIC TABLE F



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