

■ CLIPPER ROOM 
 ■ CONCERT HALL 
 ■ SKY ROOM 
 ■ ROUND ROOM 
 ■ FOYER

X X-PLATFORM 
 G GAMES 
 mo MOBILE 
 S SOCIAL NET 
 M MARKETING 
 \$ FINANCE

## THURSDAY MARCH 27

8:00 AM BREAKFAST BUFFET & REGISTRATION

9:00 AM OPENING REMARKS AND KEYNOTE PRESENTATION: CREATIVE CONVERGENCE

9.55 AM OMDC LAUNCHES THE PRODUCT SHOWCASE

10:00 AM NETWORKING BREAK: Visit Ontario Product Showcase

10:30 AM  
FLASH FORWARD:  
New Canadian Media X \$

10:30 AM  
THE NETWORK EFFECT:  
Models for Canadian Collaboration X \$

12:00 PM LUNCH BUFFET

1:15 PM  
WHAT'S MOVING  
IN MOBILE GAMES? G mo

1:15 PM  
NO BORDERS \$

1:15 PM  
WATCH & PLAY X

2:15 PM  
DEMOCAMP @ ICE 08 X

2:15 PM  
WORLDS @ PLAY G

2:15 PM  
STEPPING UP:  
Interactive Marketing M

3:15 PM NETWORKING BREAK: Beer with the Brits

3:45 PM  
1X1 Meetings  
with the Speakers \$

3:45 PM  
BREAKING OUT:  
Games & Mass  
Media G

3:45 PM  
ARE YOU BEING  
FOLLOWED? M mo

3:45 PM  
COMMUNITY WATCH:  
Leveraging the  
Power of Networks S

4:45 PM - 5:45PM PIPELINES: The Future of Online Video X \$

8:00 PM ICE GALA

## FRIDAY MARCH 28

8:00 AM BREAKFAST BUFFET & REGISTRATION

9:00 AM  
SPELLING SUCCESS? A Case Study in  
Social Media Games (Scrabulous) G S

9:00 AM  
BRIDGING THE GAP: Connecting  
Ideas, Research and Business G \$

10:00 AM NETWORKING BREAK

10:30 AM  
1X1 Meetings  
with the Speakers \$

10:30 AM  
MAKING IT: Building  
Entertainment  
Properties Outside  
the System X

10:30 AM  
FINANCING:  
Venturing into  
Creative Content \$

10:30 AM  
GAMES AND  
MARKETING:  
Walking the Line? G M

11:30 AM  
FIRE@ICE - ICE RANTS X

11:30 AM  
RAPID FIRE:  
Ontario Spotlight \$

11:30 AM  
SPECIAL PRESENTATION X

12:00 PM LUNCH BUFFET

1:15 PM  
1X1 Meetings  
with the Speakers \$

1:15 PM  
THE NEW & THE NEXT:  
Games & The Future  
of Platforms G

1:15 PM  
CONVERGENCE:  
Interactive Market-  
ing Channels M

1:15 PM  
FOR THE KIDS:  
It's About  
Connecting \$ M S

2:15 PM  
1X1 Meetings  
with the Speakers \$

2:15 PM  
MOVING  
EXPERIENCES:  
Innovation in  
Wireless mo

2:15 PM  
BRAINS OF THE  
OPERATION:  
The Growing  
Talent Crisis X

2:15 PM  
THE END OF @? \$

3:15 PM NETWORKING BREAK

3:45 PM FUTURE FORWARD: Strategies for Change X

4:45 PM CLOSING AND ICE WRAP

5:00 PM ICE ENDS