

PLAY PROMOTE PUBLISH

WORKSHOP SCHEDULE
13, 20, 27 MARCH & 16-17 APRIL 2026

FRI 13.03

IHK WORKING SPACES POWERED BY
ST3AM, BERLIN | 09.30 - 17.30

- **IDO YEHIELI | STELLAR CARTOGRAPHY INTERACTIVE**
USP, Target Audience, Market Positioning
- **CHRIS O'KELLY**
Carving your niche: A deep dive into Hooks, Players, Revenue & Competition
- **ROBERT MAY | BLUE BACKPACK GAMES**
How to decide whether self-publishing or going with a publisher is the better option?
- **MICHAEL LIEBE | KICKSTARTER**
Kickstarter 101 - the top 10 mistakes to avoid and why it's worth all the efforts

FRI 20.03

ONLINE
09.30 - 17.30

- **RIAD DJEMILI | CODECKS**
Early Validation
- **JONAS TYROLLER | GRIZZLY GAMES**
A Short Marketing Checklist (Don't Overcomplicate It)
- **ZWI ZAUSCH | TOUKANA INTERACTIVE**
High Stakes: Releasing a game
Learnings from 2 Early Access releases
- **KAI BODENSIEK | BREHM V. MOERS**
Marketing Compliance:
Dark Patterns, Social Media Marketing & CO
- **ABI LE GUILCHER | FUTURE FRIENDS GAMES**
Connecting with creators - How to build a good relationship with influencers on creator campaigns

FRI 27.03

ONLINE
09.30 - 17.30

- **JONI LEVENKIND | HAPPY BROCCOLI GAMES**
Publishing Games on PC: GOG, Humble, Epic & more
- **CASSIA CURRAN | CURRAN GAMES AGENCY**
Basic Market Analysis for Indies
- **FREYJA MELHORN | BXDXO**
Breaking Through the Noise: PR Power for Indie Devs
- **STEFAN DETTMERIG | BXDXO**
No Hype. Just Marketing - What indie studios really need to get discovered, played, and wished

THU 16.04

ONLINE
09.30 - 17.30

- **IRENE PREUSS | ROOST GAMES**
Effective Campaign Planning:
Maximizing Budget and Resources
How to plan and budget a successful campaign?
- **IRENE PREUSS | ROOST GAMES**
Community Building: Discord - What works what does not work?/
Reddit - What works what does not work?
- **IRENE PREUSS | ROOST GAMES**
Kickstarter Case Study
- **IRENE PREUSS | ROOST GAMES**
How to manage and retain a community long term?
Multiplier campaigns

FRI 17.04

ONLINE
09.30 - 17.30

- **T. AHLERT & D. PLASSMANN | HEADUP GAMES & SLUGGERFLY**
Part 1: The Choice of Genre
What impact the decision has on various aspects of the entire self-publishing process. And why.
- **T. AHLERT & D. PLASSMANN | HEADUP GAMES & SLUGGERFLY**
Part 2: Self-Marketing: Be indie, be creative, be open, be honest, be authentic. And work your ass off.
- **T. AHLERT & D. PLASSMANN | HEADUP GAMES & SLUGGERFLY**
Part 3: Steam Marketing: What can I do to increase the visibility of my game on Steam?
- **PHILOMENA SCHWAB | STRAY FAWN STUDIO**
Surviving 10 Years as an Indie Studio:
Tools kept and Tactics scrapped