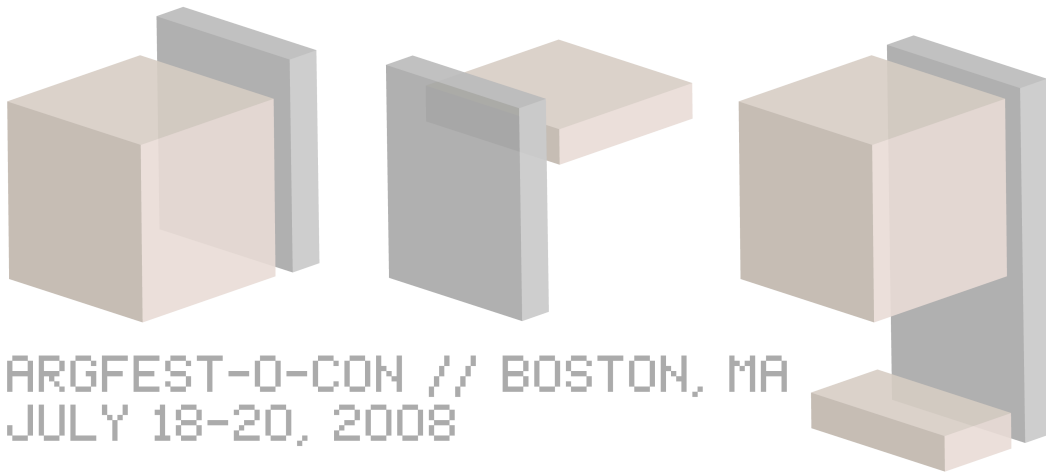


# ARGFEST-O-CON 2008

BOSTON, MASSACHUSETTS, USA



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unfiction



JULY 18 - 20, 2008

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COVER ARGFEST LOGO DESIGNED BY DANIEL PROVOST

PROGRAM DESIGNED BY JONATHAN WAITE

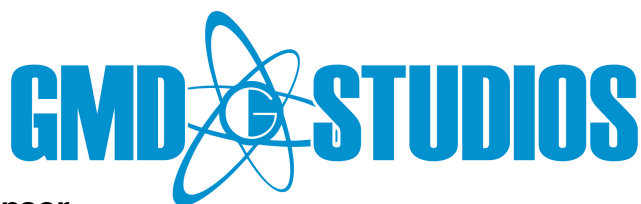
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# SCHEDULE OF EVENTS

## SATURDAY, July 19, 2008

**9:00 - 9:10**

### **Introduction and Welcome**

Sean C. Stacey and Jonathan Waite

**9:15 - 10:00**

### **ARGs and Extended Media Experiences (Panel Discussion)**

Evan Jones, Moderator; Yomi Aveni, Blair Erickson, Elan Lee, Lance Weiler, panelists

**10:00 - 10:15**

### **Break**

**10:15 - 11:00**

### **Serious / Independent Games (Panel Discussion)**

Ken Eklund, Moderator; Brian Clark, Alice Leung, Dave Szulborski, panelists

**11:05 - 11:50**

### **ARGs and the Rules of Engagement (Showcase Presentation)**

Steve Peters

**11:50 - 1:15**

### **Lunch**



**1:15 - 1:45**

### **The Future of Alternate Reality Gaming (Speech Blitz)**

Ten speakers, three minutes for each speech.

**1:45 - 2:30**

### **ARG International (Panel Discussion)**

Brian Clark, Moderator; Geneviève Cardin, Patrick Moeller, Alexander Serrano, panelists

**2:30 - 2:45**

### **Break**

**2:45 - 3:30**

### **Long Live Unfiction (Presentation)**

Sean C. Stacey

**3:35 - 4:20**

### **From Player to Puppetmaster (PLAYER REQUESTED Panel Discussion)**

Michelle Senderhauf, Moderator; Jan Libby, Lindsay Mills, Andrea Phillips, Jonathan Waite, panelists

**4:30 - 5:00**

## **The Story Inside: Making ARGs for Fun and Profit (Keynote Speech)**

Dave Szulborski

# PANELS & DISCUSSIONS

**ARGs and Extended Media Experiences (Panel Discussion)****9:15 - 10:00**

Alternate reality gaming and traditional media have always had an interesting relationship, and extended media experiences are an important part of the history of ARGs. This panel features experts in creating extended experiences for all types of media, including television, film, and video games.

**Serious / Independent Games (Panel Discussion)****10:15 - 11:00**

This panel discussion features four individuals who are no strangers to creating chaotic fiction that tackles some of the most important issues of our lives. Whether its global warming, oil consumption or human behavior, ARGs are helping to shape the future, as these panelists know firsthand.

**ARGs and the Rules of Engagement (Showcase Presentation)****11:05 - 11:50**

Your audience can be your biggest ally, your fiercest adversary or your creative partner, depending on the design choices you make. Steve Peters talks about the design philosophy, importance, lessons learned and common pitfalls of engaging an audience. And then comes the fun (hard) part – nurturing that relationship over time.

**The Future of Alternate Reality Gaming (Speech Blitz)****1:15 - 1:45**

Under the stress of a three minute time limit, watch as ten individual speakers express their views and opinions on the future of alternate reality gaming. Eight of the speakers are professionals in the industry, while two are attendees who have earned the chance to speak. It should be an interesting blitz of talking points and discussion items, so hang on to your seat!

**ARG International (Panel Discussion)****1:45 - 2:30**

Sprechen Sie Deutsch? Parlez-vous français? ARGs have indeed gone international, with new games popping up in European, Asian and South American locales in the past few years. This discussion should be highly informative as more and more ARGs transcend the language barrier and move into the mainstream media on a worldwide scale.

**Long Live Unfiction (Presentation)****2:45 - 3:30**

It started in 2002 as a place for founder Sean Stacey to organize resources for alternate reality games, and even as the community at Unfiction has grown, the fundamentals seem to have stayed the same. This session will provide audience members the chance to ask Sean about the inner workings of Unfiction.

**From Player to Puppetmaster (Panel Discussion)****3:35 - 4:20**

While the curtain that separates the audience from the performers is purely symbolic in alternate reality gaming, that doesn't prevent many on the viewing side to want to cross over to the creation side. The five members of this panel know firsthand what it means to move into professional roles within ARG, and they are more than happy to offer insight through their experiences in this discussion.

**The Story Inside: Making ARGs for Fun and Profit (Keynote Speech)****4:30 - 5:00**

This talk will explore the importance of storytelling in Alternate Reality Games, the process of turning a story into an interactive real-time ARG experience, and the story of going from player to amateur to professional game developer, illustrated with real world examples from a dozen amateur and commercial ARG campaigns. Or, why good stories persist long after the gameplay has ended.



# SPECIAL GUESTS

## Elan Lee

### Founder / Chief Designer, Fourth Wall Studios

Elan believes that if you're bored, you're doing something wrong. A self-identified entertainment-addict, Elan has spent his career finding and sharing ways to extract adventure from the world around us. From surfing down flooded streets to broadcasting a radio drama over thousands of pay phones, Elan has pioneered breakthroughs in the area of entertainment through his role as Creative Director for projects such as I Love Bees, and The Vanishing Point, and Lead Designer on NIN: Year Zero. Elan was Lead Game Designer for the XBOX, and is considered among the foremost Alternate Reality Game Creators in the world. He has been featured in WIRED magazine, The New York Times, Entertainment Weekly, and the Wall Street Journal. He has won awards for best web game of the year, best advertising campaign of the year, and best idea of the year. He can also juggle.



**Grand Inquisitor**



**Showcase Speaker**

## Steve Peters

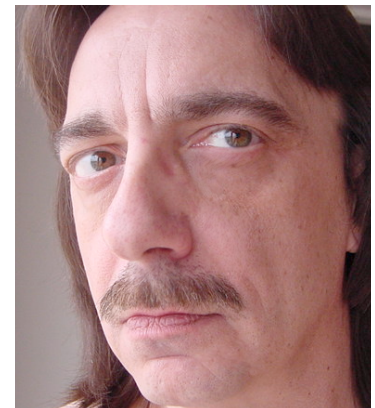
### Producer, Experience Designer - 42 Entertainment

Steve made the jump from ARG player to community leader to professional alternate reality and immersive experience designer, joining 42 Entertainment in 2005. Since joining 42E, Steve has played key roles on the design teams of innovative and award winning player experiences, including Last Call Poker (Activision's GUN), Dead Man's Tale (Pirates of the Caribbean II), Vanishing Point (Microsoft/AMD), Year Zero (Nine Inch Nails), and Why So Serious? (The Dark Knight). Steve has unique design strengths in understanding the audience, keeping track of the small details which make the story real, and keeping the player experience foremost, all of which are the essential ingredients of successful ARGs. Prior to joining 42E, Steve founded the Alternate Reality Gaming Network (now ARGNet) in 2002, and was on the design team for Project Mu (Metacortechs), which is widely regarded as the most successful grassroots ARG to date.

## Dave Szulborski

### ARG Studios

Dave Szulborski has been actively involved in the world of Alternate Reality Gaming / Immersive Marketing for over seven years. Starting out as a beta tester for Electronic Arts' Majestic, he has gone on to have created, developed, or worked on some of the most successful and critically acclaimed Alternate Reality Games of all time, such as the multi-award winning Art of the Heist (Audi), Who Is Benjamin Stove? (General Motors), Unnatural Selection (Magnolia Pictures' *The Host*) and several independent / amateur games including Chasing The Wish and Urban Hunt. Dave has most recently worked on projects for a Microsoft software release, a major Random House book release, and a new HBO original TV series, as well as working with BBN Technologies to help develop an ARG-based training program for the U.S. military. Dave has also created non-ARG games, puzzles, or interactive online components in campaigns for the film National Treasure 2: Book of Secrets (The President's Book Blog), the 2007 Dreamworks/Paramount Transformers movie (Rise of the Chevy Autobots), Dreamworks' Shrek the Third (Fairy Tale Ransom), and the film Over the Hedge (HedgeGames).



**Keynote Speaker**

# PANELISTS & SPEAKERS



**Yomi Ayeni**

**Creative Director – Expanding Universe**

With 20 years of broadcasting and online experience, Yomi has worked on a wide variety of innovative and cutting-edge productions and projects for a range of broadcast and new media companies, including the BBC, ITV and Now TV. He created the first interactive-reality TV programme, “e-trippers” for Rapture TV in 2000. His follow up project Global Emissions, picked up the Broadcast Magazine’s - “Best Use New Media Award” in 2002. Yomi has also set up and implemented interactive television projects across multiple territories, as well as working on the first broadband TV channel (Network of the World TV). In 1998, he produced a consultation document for the BBC on how to incorporate the Internet into news research and has made several films on digital culture. In his role as Creative Director, Yomi generates ideas and concepts that promote audience participation, develop communities of interest and deliver engaging and informative experiences in the area of social entertainment.



**Geneviève Cardin**

**Baroblik communication et multimédia**

Geneviève Cardin has been roaming the worlds of television and the Web for more than ten years now, for both private (TVA) and public (Radio-Canada) broadcasters, always with her unique, scenario-driven approach. She directed her first ARG — not knowing at the time, in 2005, that that's what it was called — as the Web extension of a ten episode TV series titled Un homme mort (One Dead Man). This ARG was multi-platform (Web, TV, magazines, newspaper, mailing lists) and attracted 90 000 subscribers. Her latest creation was The Rivard Project, which preceded the release of Aetios Production's movie Le Piège américain (The American Trap). This bilingual project targeted a Canadian, American and French audience and took place from March to May 2008. This low budget, DIY project was a revelation on many levels and managed to attract 5000 subscribers.



**Brian Clark**

**Founder & CEO, GMD Studios**

After fourteen years at the helm of GMD Studios, Brian still has a hard time describing what he does, but it has something to do with connected communities, experimental media approaches and a number of painfully silly acronyms and buzzwords. Sometimes it involves clients, if that helps. Seems to be enjoying himself, at least. I don't know why he asked me to write this, I've only been here a week and am just an assistant!



**Ken Eklund**  
**Writerguy**

Ken Eklund is Writerguy, a game designer and writer. He's the guy behind WORLD WITHOUT OIL, a massively collaborative "historical pre-enactment" of a global oil crisis, along with team members Dee Cook, Marie Lamb, Jane McGonigal, Krystyn Wells and others. WORLD WITHOUT OIL broke new ground as the first alternate reality game to confront and attempt to solve a serious and timely real-world problem: our oil dependence. Ken's other projects include the interactive science mysteries at ScienceMystery.com, the Eagle Eye Mystery series of kids' games, major games for Star Trek, Dungeons & Dragons and various movie licenses, and a bunch of games you never heard of. He lives in San Jose, California.



**Blair Erickson**  
**Creative Director, Millions of Us**

Blair Erickson is Creative Director at an interactive agency named Millions of Us creating experiences for clients like Coke, Warner Bros, Scion, and Nike in virtual worlds and social communities. Most recently Blair finished writing and directing an ARG for Fox's "Terminator: The Sarah Connor Chronicles" series. He's currently working on new cutting edge experiences in several very cool and very top secret virtual world platforms launching later this year. In 2007 he created a grant program for virtual product inventors, brought CNN's citizen journalism program to Second Life and won an LACP Spotlight award for an offbeat viral campaign bringing a WWE invasion into the anime-themed world Gaia Online. Blair previously worked writing and producing television series for the SciFi Channel, Discovery Channel, E!, and the TV Guide Network.



**Catherine Herdlick**  
**Director of Game Production, Gamelab**

Catherine Herdlick creates ARGs, urban games and public spectacles about things like bicycles, perfume, and ghosts. She is the Director of Production at NYC-based Gamelab and a Cofounder of the Come Out & Play Festival. She was responsible for leading the design of the 10-week promotional ARG, Case of the Coveted Bottle, and her independent work includes Lawn Games For Life (an ARG); Bike Friendly City (a street game for bicyclists); and children's play forts at The Kitchen gallery/performance space in NYC. She holds a BA from Wesleyan University, an MFA from Parsons School of Design, and teaches game design at City College in New York.



**Evan Jones**  
**Owner, Stitch Media**

Evan Jones is the owner of Stitch Media, an interactive media production company that collaborates with traditional media creators to produce cross-media content and distributed narratives. A two-time Emmy Award winner, Jones' work spans many industries including primetime television, radio, web, mobile and games. An ARG puppetmaster, producer and creative director, Jones has worked on the team behind the ReGenesis Extended Reality Game, Ocular Effect, Sarah Connor Chronicles and Holomove. The Bell Broadcast & New Media Fund named his work one of the 'Top 10 New Media Groundbreakers' in 2007 and Stitch Media was recently recognized for the "Best Mobile Enhancement" of 2007 at the Banff World Television Awards. He joins ARGFest this year directly from running with the bulls in Pamplona, so please don't use his photo here as a 'before and after' comparison.





**Alice Leung, Ph.D**

**Senior Scientist, BBN Technologies**

Alice's main research interest is using games to study and shape human behavior. At BBN, she is a co-Principal Investigator for the JFCOM/DARPA Helical Training project to apply concepts from ARGs to staff level training for long duration, intermediate intensity operations. Previously, she was the technical lead for the DMSO/AFRL Situation Authorable Behavior Research Environment project, developing a psychological research platform using Neverwinter Nights to study cultural and personality effects on teamwork. Her favorite game ever is SF0 and she's always happy to get together with visiting players for a bit of tasking.



**Jan Libby**

**Independent ARG Designer, Writer**

Jan Libby created the popular indie ARGs Sammeeee and Wrath of Johnson (Sam II). She also spent nearly a year working with LG15 Studios (on the Lonelygirl15 Series) as a Writer and Interactive Designer. Presently, she's developing an exciting Alternate Reality Experience (ARE) with Kiefer Sutherland's Eastside Entertainment, as well as designing something really, really, really "secret" and fun for the not so distant future. ;) And when Jan's not doing all the above, she's lurking her favorite site "unfiction.com".



**Lindsay Mills**

**Designer/Writer, Phantom Compass**

Travel Counsellor by day, Puppetmaster by night. Upon discovering ARGs back in 2003, Lindsay has immersed herself behind the scenes helping to create several successful grassroots games, including Wildfire Industries and Synagoga. She has been called upon by local and national media to comment on such buzz-worthy projects as the ReGenesis Extended Reality Game and Perplex City. In 2006 Lindsay became a team member for TorGame's Waking City, an ARG designed to lure players away from their computer and onto Toronto's streets, and in 2008, she joined Phantom Compass as a support team member. When not chained to her computer (rare, but it has happened), you can find Lindsay curled up with a good book, or spending time with family and friends at the lake.



**Patrick Möller**

**ARG Designer (vm-people GmbH), Editor (ARGReporter)**

Shortly after opening the German news and info site ARGReporter for the German speaking ARG-audience, Patrick got in contact with the vm-people in Berlin and they had a long talk about Alternate Reality Games. Some few months later they started their very first German ARG called "Phillipp Retingshof" which promoted the new album of the music group Enigma. Other ARGs like "Push11" (for a new book called "Das Kind") and "Final Mill" (for Microsoft/Visual Studio 2008) followed and of course, there will be more to come.



**Andrea Phillips**

**Independent Writer / Game Designer**

Andrea Phillips is an independent writer and game designer. She was a moderator for the first community of ARG players, the Cloudmakers, and subsequently served on the story team for Perplex City. Her current projects include work with Neogence Studios on pervasive gaming and augmented reality; Madame Zee, a daily horoscope delivered through Twitter (<http://twitter.com/MadameZee>); Voices, an experiment in wiki narrative (<http://www.wanioniste.com>) and Routes, an ARG commissioned by Channel 4 Education. She is a founding member of the IGDA ARG SIG, and serves on its leadership council. In her copious free time, Andrea writes about games, storytelling, and digital culture at Deus Ex Machinatio (<http://www.deusexmachinatio.com>).



**Michelle Senderhauf**

**Artist, Website Designer, ARG Worker Bee and Reporter for ARGNet**

Being a long time gamer and artist, Michelle was fascinated by the concept behind Majestic and became a beta tester in 2001. Shortly before the game ended she met a lovely farm boy from Wisconsin. He distracted Michelle from the gaming world for a while by somehow convincing her to quit her job, marry him and have a child. Family couldn't keep her away long, as she returned to the community to play Chasing the Wish. Michelle has since gone to the dark side and has worked on many ARGs including the grassroots game Orbital Colony, Catching the Wish, Monster Hunter Club and World Without Oil. She is currently doing contract work when she is not busy drawing, painting or making cute cupcakes to make the other classroom moms envious.



**Alexander Serrano**

**Head of Creation, vm-people GmbH**

Amos was born with an obsession for good stories, which brought him into the advertising industries more than ten years ago, working for clients such as Jaguar and Volvo. Then he discovered the digital world and followed the new paths of viral marketing straight away into the magic of designing Alternate Reality Games, such as the most successful ARG in Germany so far, "The Final Mill" (Client: Microsoft Germany, Product: Visual Studio 2008). There will be more to come...



**Sean Stacey**

**President, Unfiction Inc.**

Sean Stacey was intrigued enough by playing the Beast that he was convinced under great duress to help moderate Lockjaw, during which he coined the term Alternate Reality Gaming and launched Unfiction in futile attempt to try to explain it. Unfiction's Unforum, begun about 6 months after its parent site, has become the largest source of ARG-related discussion, meta-critique, and pure, unadulterated snark in the galaxy. Sean created ARGFest-o-Con as an excuse to get some other nerds to come visit vpiesteve with him in Las Vegas. Sean cut his teeth in puppetmastery behind the curtain on Metacortechs, an indie, fan-fiction ARG set in the Matrix universe. Sean writes on occasion for ARGNet, specializing in live event reporting, and is co-host on the ARGNetcast. Recently, he experienced a severe break with reality which compelled him to launch Despoiler, a wiki host and campaign tip resource for ARGonauts. When Sean isn't keeping all of the above up and running, his constant yet pathetically inept attempts at escape weary his captors, who are this close to pitching a shit fit. Don't make us bring back the enemator, you ungrateful bastard! Now get back to work.



### Greg Trefry

#### Senior Game Designer, Gamelab

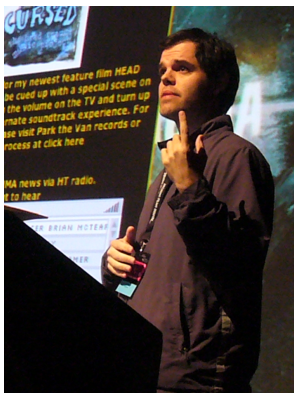
Greg Trefry works as a Senior Game Designer at Gamelab where he leads the game design of *Gamestar Mechanic*, a massively multiplayer game that teaches kids game design through play. He is also the lead designer on the *Jojo's Fashion Show* franchise of casual games. Outside of Gamelab he co-designed *The Case of the Coveted Bottle* ARG. Greg also designs street games and serves as the director for the Come Out & Play Festival, a three-day festival of location-based games that runs annually in New York. He teaches about designing games and ARGs at NYU and Parsons. In his remaining time Greg writes about multimedia and games for various publications and wanders about Brooklyn on his bike.



### Jonathan Waite

#### Owner, Alternate Reality Gaming Network; Independent Contractor

A player since The Beast, Jonathan has worked as an independent contractor for Stitch Media, ARG Studios and Xenophile Media, serving in roles like 'community asset manager' and 'that puzzle guy' on a few award-winning campaigns. He is also the proud owner of ARGNet, the ARG news blog, and co-hosts the ARG Netcast series with Sean Stacey. Jonathan loves to lurk on the Unfiction forums as jamesi and is ecstatic to be at his third ARGFest-o-Con. He has two wonderful daughters and a loving, devoted wife of eight years. He claims to have won an Emmy, which may or may not be true.



### Lance Weiler

#### Writer / Director

Lance Weiler is a critically acclaimed award winning writer / director. He is recognized as a pioneer because of the way he makes and distributes his work. Millimeter magazine called Lance a "tech iconoclast" and Wired magazine named him "One of twenty-five people helping to re-invent entertainment and change the face of Hollywood." Always interested in experimenting with new ways to tell stories and reach audiences, Lance developed a cinematic ARG around his latest feature film "Head Trauma." The cinematic ARG is a mash-up of movies, music, theatrics and gaming. Over 2.5 million people experienced elements of the game across theatrical screenings, mobile drive-ins, mobile phones and online. Lance also splits his time as a partner in a social entertainment company called Seize the Media. STM was created to address the gap between burgeoning technologies and entertainment. STM's clients have included Microsoft, eBay, Ubisoft, Universal and CAA, among others.

# INFORMATION & CONTACTS

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**ARGFest Wiki: <http://wiki.argfestocon.com>**



# SPONSORED ACTIVITIES

## Friday, July 18 - Cocktail Party, Radisson Hotel

Hors D'oeuvres will be served, with many different tastes to choose from. Nonalcoholic and alcoholic drinks may be ordered at the bar. Festivities kick off at **7:00 PM** and wind up at **10:00 PM**. There is going to be a surprise as well, so don't miss it!

## Friday, July 18 - "The Dark Knight", AMC Loews Boston Common 19

Courtesy of **42 Entertainment**, a limited number of pre-registered guests are invited to a screening of "The Dark Knight" on its opening night! The theater is within walking distance of the Radisson, so those attending can walk over together after the cocktail party. The show starts at **10:30 PM** and has a running time of 2 hours and 32 minutes.

## Saturday, July 19 - FestQuest, starting at the Radisson Hotel

An ARGFest-o-Con tradition, participants in the real world scavenger hunt will begin their trek at the Radisson. Participants will be separated into four teams and the quest, which will require nothing more than a bit of walking and a lot of thinking, will take players around Boston to see many of the historical sites the city has to offer. The FestQuest is expected to last no more than two hours and starts at **5:00 PM**, or moments after the keynote address at ARGFest-o-Con.

## Saturday, July 19 - Supper, location TBA

The evening supper at which all ARGFest-o-Con attendees are invited to attend will take place at a **secret location** sometime after **7:00 PM** on Saturday night. We can't tell you where the gathering will take place yet -- that would ruin the FestQuest! Attendees not participating in the FestQuest can find out the location by emailing [supper@argfesttocon.com](mailto:supper@argfesttocon.com) after **6:00 PM**, which will return the location in an auto-reply.

## Sunday, July 20 - Multitrack Group Activities, various locations

Dave Tenenbaum, superstar of the Organizing Committee, has put together a number of suggestions for people looking for something to do on Sunday. You can see the complete list at <http://www.argfesttocon.com/about/sunday-multitrack/> but here are the highlights:

### 1. Historical Highlights

Choosing this track will take you around some of the historical sights that Boston has to offer. The city makes this easy by offering you the Freedom Trail.

### 2. Oceans and Oscillators

This track is for the lovers of the sea and its inhabitants, in more than one respect.

### 3. Scintillating Science

This track has only one point of interest, namely the impressive and huge Boston Museum of Science which is one of the largest science museums in the world. It has tons and tons of cool stuff to offer, including a planetarium, an OMNIMAX theater and a ton of special exhibits and shows.

### 4. Taking your Time

This track is for the lazy loungers among the Festgoers ("Festicles") and starts by sleeping in late on Sunday morning!