

# ARGFEST-O-CON 2009

## JORDAN WEISMAN TO GIVE KEYNOTE SPEECH AT ARGFEST-O-CON 2009

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(July 17th - July 19th 2009)

Portland, July 9th 2009

Annual conference featuring transmedia/cross-media experts: From July 17th to 19th 2009, industry leaders and visionaries in the fields of transmedia storytelling, alternate reality gaming and augmented reality will be in Portland, Oregon for ARGFEST-O-CON 2009. With live events, a day of exciting speakers, ARG moments to take your breath away, and amazing/thrilling/spectacular special guests, it is the premier event of its kind. Twenty-two speakers and presenters are scheduled to attend and participate in eight specialized panel discussions and presentations on Saturday, July 18th. This year's group of speakers and panelists include internationally known names from some of the most-talked-about marketing and entertainment companies in the world.

Jordan Weisman is slated to deliver the keynote speech in the evening of July 18th. Weisman is the CEO and Founder of Smith & Tinker, and will share his thoughts on the emergence and development of transmedia entertainment. Smith & Tinker have a new game coming in late summer 2009 called *Nanover*, which will combine an online multiplayer game with a handheld gaming device, and be set in a rich fictional world revealed through novels, comic books, animated episodes and transmedia-rich websites.

The conference also features a showcase presentation by Jason Jakubiak, Associate Creative Director of Doner Media, and Stephane Raymond of 1976 Productions. Jakubiak and Raymond worked on the *33 Keys* alternate reality game for Mazda, which offered players an intensive hunt for scattered keys around Quebec. This cross-media experience reached audiences through

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television, radio, social media and live events, and the creators will deliver a unique case study about the inner machinations and magic behind the game.

The conference has sponsored events spread over three days, so attendees will have many activities to take in:

On Friday, a special session of Robot Speed Dating will take place, sponsored by Awkward Hug, who are currently running *Must Love Robots*. This will be followed by a cocktail reception where conference attendees can enjoy themselves with a fun meet-and-greet.

Saturday will include the annual scavenger hunt called FestQuest which will take players into the streets of Portland for an entertaining voyage involving the city's historical landmarks. On Saturday evening, the keynote dinner takes place, a first in the history of ARGfest-o-Con. Registered guests will enjoy a lavish meal before hearing from the keynote speaker Jordan Weisman.

A supper marking the end of festivities is planned for Sunday evening. The get-together, affectionally called the Stragglers' Supper, is one last chance for attendees to meet, network and discuss ideas.

## **Times and Admission Charges**

ARGFEST-O-CON 2009 is being held at the Courtyard by Marriott Portland City Center. The cocktail reception officially marking the start of the conference starts at 7:00 PM on Friday, July 17th. Registration has been open for quite some time, and registrations are still being processed at the official website, [www.argfestocon.com](http://www.argfestocon.com).

Last-minute registration fees (until July 15) are as follows:

Optional Friday Night Cocktail Party - \$25. Fee provides access for one to the Friday Night Meet & Greet Cocktail Party and includes appetizers. Beverages will be available for an additional charge.

Conference - \$74. Fee provides access for one to the Conference session on Saturday and includes all ARGFest program materials, badge and lanyard and participating in Saturday evening's Festquest. May include surprises.

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Optional Saturday Night Keynote Dinner - \$45. Fee provides access for one to the Saturday Night Dinner with Keynote Address and includes food. Beverages will be available for an additional charge.

A discount of \$10 will be applied when registering for all three events simultaneously. Please note that rates increase when registering at the door, so book early to register at these prices.

Contact for the Press:

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