2012 Games for Health Day @ SIEGE

Who should attend: Health professionals interested in proven new ways to improve outcomes, academics seeking new tools, health insurers looking for better ways to support wellness, game developers interested in this explosive new field, and anyone interested in the vast potential for games to have a lasting, positive impact on health and human society.

What: One-day workshop and series of discussions on health and games at the Southern Interactive Entertainment and Game Expo (SIEGE), and the result of a new partnership between the Georgia Game Developers Association (GGDA) and the Games for Health Project in Boston, MA.

Who will be there: Representatives from the Centers for Disease Control, healthcare professionals and leaders, academic researchers, government organizations, and big, small, and independent game design studios.

When: Friday, October 5, 2012

Where: Atlanta Marriott Northwest, Atlanta GA

About the organizers: Now in its sixth year, SIEGE is one of the largest professional game development conferences in the Southeast. We expect Games for Health Day @ SIEGE to attract a diverse audience, from health care professionals and leaders to university researchers, government organizations, and big, small, and independent game design studios working or interested in health games. The GGDA will also be hosting a Game Investment Conference that day, with sessions open to Games for Health Day @ SIEGE participants and speakers. Our hope is that this will help inspire new projects, creative collaborations between the game design industry and members of the health field, and provide participants with new insight into the mechanics and funding realities of game design.

Founded in 2004, the Games for Health Project (www.gamesforhealth.org) supports the development of the health games community, champions efforts to mainstream health games, and brings together researchers, medical professionals, and game developers to share information about the impact games and game technologies can have on health, health care, and policy. The Pioneer Portfolio of the Robert Wood Johnson Foundation is a major supporter of both the Games for Health Project and its annual Games for Health Conference.

How to get involved: Visit www.siegecon.net to register.