



E³ Workshops and Conference Sessions at-a-Glance

May 27 – May 29, 1998

E³ Conference Sessions

Thursday, May 28

8:45 am – 10:00 am
KEYNOTE EVENT:
CEO PANEL

Track 1
Strategic Business
Opportunities and Trends

Track 2
Technology Advances/
Remain on the
Cutting Edge

Track 3
Game Developers' Track
Sponsored by: 

10:30 am - 11:45 am

PC Digital Explosion

The Art of the Pitch

1:00 pm - 2:15 pm

Examining the Impact of
E-Commerce Via the
World Wide Web

PC/Console Market
Overview

Strategic Alliances for
Small Developers

2:45 pm - 4:00 pm

Recognizing the Impact
of Educational Software

Addressing Emerging
Video-Game Platforms

Technology Alert!

Friday, May 29

10:30 am - 11:45 am

The Growth of
Interactive Software for
Women/Girls Continues!

Location-Based
Entertainment (LBE):
The Return of the Arcade

Keeping Development
Under Control

1:00 pm - 2:15 pm

The "Babe" Factor:
Marketing the Digital
Goddess

The State-of-the-Art of
Digital Devices

Games for the Rest of
Us, Part IX

2:45 pm - 4:00 pm

The Immersive
Experience: 3D Games
and Graphic Acceleration

Whither Set Top Boxes –
Cable Modem Services –
Web TV

Cross Platform
Development

E³ Workshops

Wednesday, May 27

8:30 am – 11:30 am

- [W1] Managing Issues in International Product Development and Marketing
- [W2] Secrets to Successful On-line Advertising
- [W3] Developing a Business Plan for an Interactive Media Company

12:30 pm – 3:30 pm

- [W4] Web Site Development and Maintenance for the Interactive Entertainment Market
- [W5] Effective Use of Print and Mass Media for the Electronic Entertainment Industry
- [W6] Maximizing Public Relations As a Component of the Product Marketing Mix

3:45 pm – 6:45 pm

- [W7] To Be Announced
- [W8] Interactive Software Market Research Revealed!
- [W9] The Art of the Deal

	Track 4 Entertainment on the Internet/On-line Gaming	Track 5 Retail and Distribution	Track 6 Successful Marketing Strategies	Track 7 Financing New Media Sponsored by: 
	Take On-line Entertainment to the Next Level	The Challenge of Retail: Self-Service and The Information Void	Inside the Consumers' Head!	Mergers & Acquisitions (M&A) and Accelerated Transition Management
	The Future of On-line Game Networks	What Can Retailers Do To Maintain Our Business – Survival Strategies in a Competitive Marketplace	What Makes One Software Package Sell Better Than Another?	Investment Trends: Following the Money
	Effective Models in Building On-line Subscriptions	Analyst Viewpoint	Is Your Company Market Driven or Product Driven?	
	Successfully Integrating the Elements of On-line Advertising, Game News and Review	Get Your Game to Market!	International Market Analysis	Stock Compensation and the Knowledge Worker
	PR 'Dot' Com – How Do You Make On-line PR Work For You?	Analyzing and Evaluating the Gaming Product Life Cycle	International Market Analysis – Go Global! Session 2	Valuation Criteria of an Interactive Media Company
	Venture Capital Perspective on Competing in the On-line Market	Adopting Merchandising Strategies That Work: Publishers' Roundtable	Creating Mass Access Marketing for Multiplayer Games	

Register today at: www.e3expo.com