



COMMUNITY  
MANAGEMENT  
SUMMIT

# Juggle ALL THE THINGS Managing a TON of Games

Linda Carlson, Trion

Stephanie Bayer, Blizzard

Corey Rollins, Klei

Nathan Allen Ortega, Daxnd Studios

Cade Peterson, Jump

GDC

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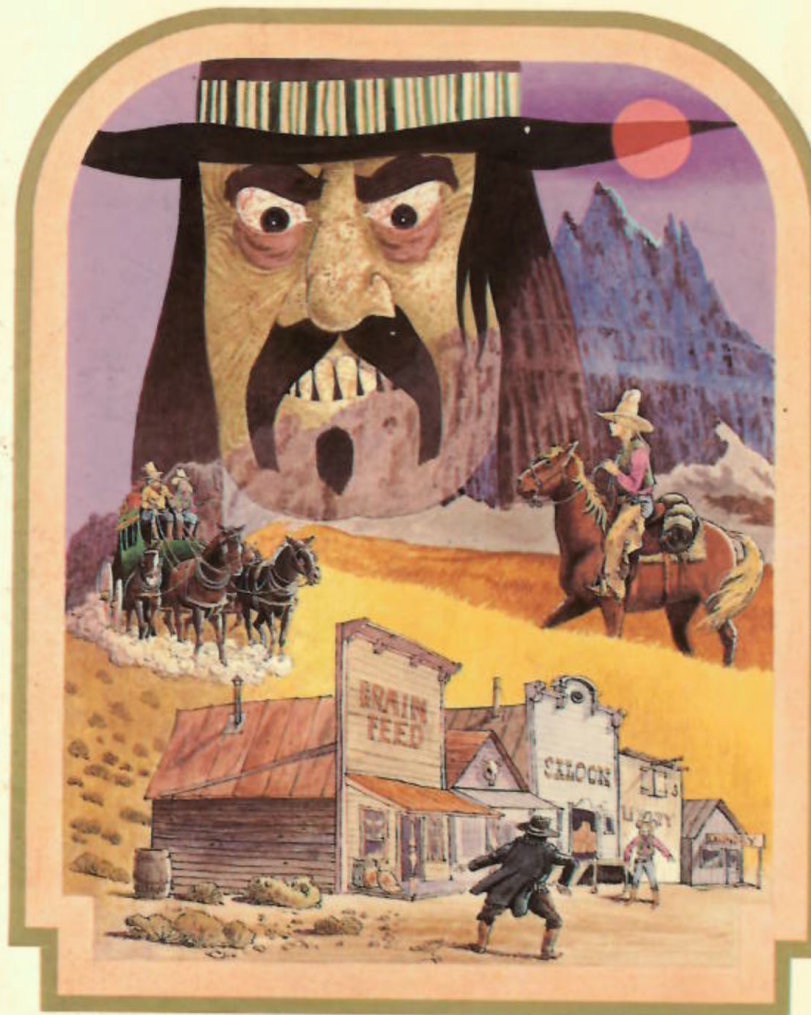


PICK-YOUR-OWN-PATH-ADVENTURE®

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 14 POSSIBLE STORY PATHS!

# JUGGLE ALL THE THINGS: MANAGING A TON OF GAMES

A GDC ADVENTURE IN COMMUNITY MANAGEMENT



Organized by Cade Peterson





Linda Carlson  
@Brasse



Stephanie Bayer  
@NSSteph



Corey Rollins  
@CoreyRollins



Cade Peterson  
@CadeRageous



Nathan Allen Ortega  
@kenjisalk

# JUGGLE ALL THE THINGS: Managing a TON of Games

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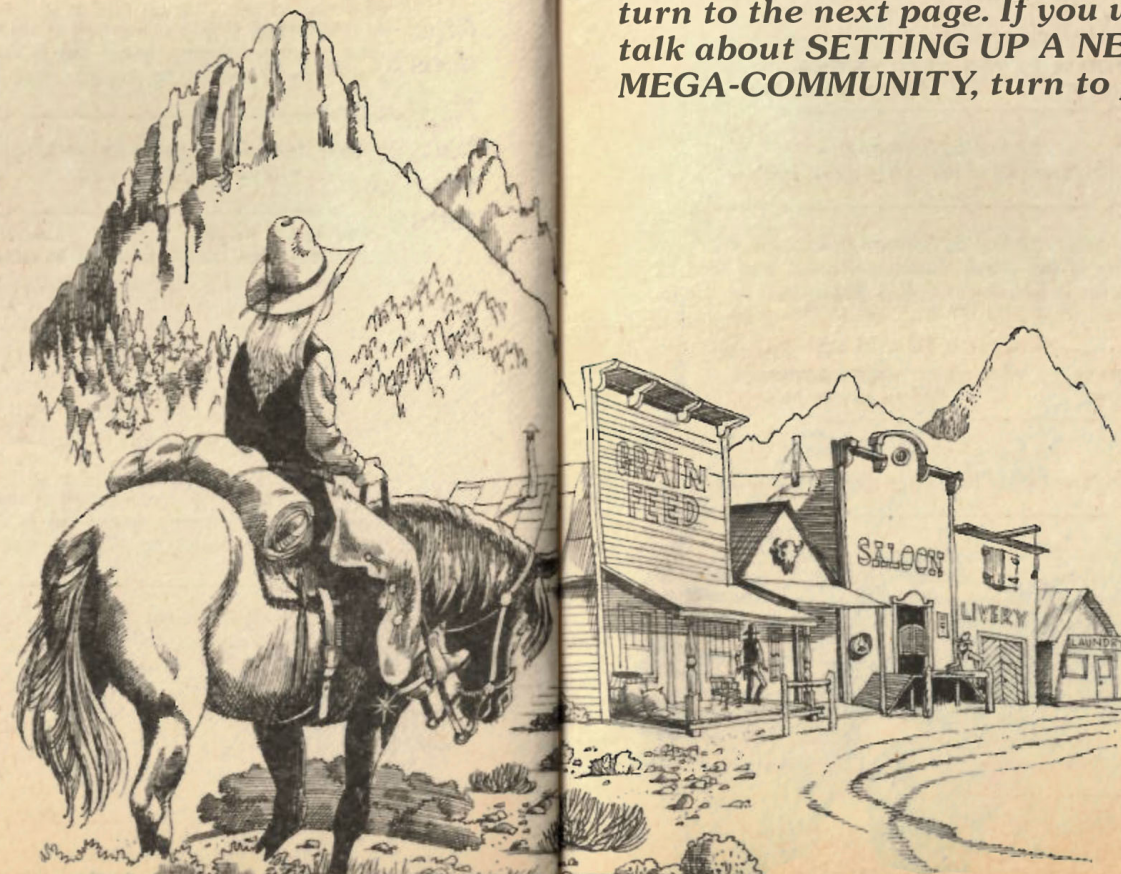
A GDC ADVENTURE IN COMMUNITY

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A Pick-Your-Own-Path® Adventure



You're a newly hired Community Manager at a rapidly growing game studio, and you have gone from managing a single title to half a dozen and growing. Your team has expanded from just you to a small posse and it's becoming clear that some greater strategy and management of your community is necessary.



1

Do you want to think about TOOLS OF THE TRADE or would you like to talk about SETTING UP A NEW MEGA-COMMUNITY?

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*If you choose TOOLS OF THE TRADE, turn to the next page. If you want to talk about SETTING UP A NEW MEGA-COMMUNITY, turn to page 3.*



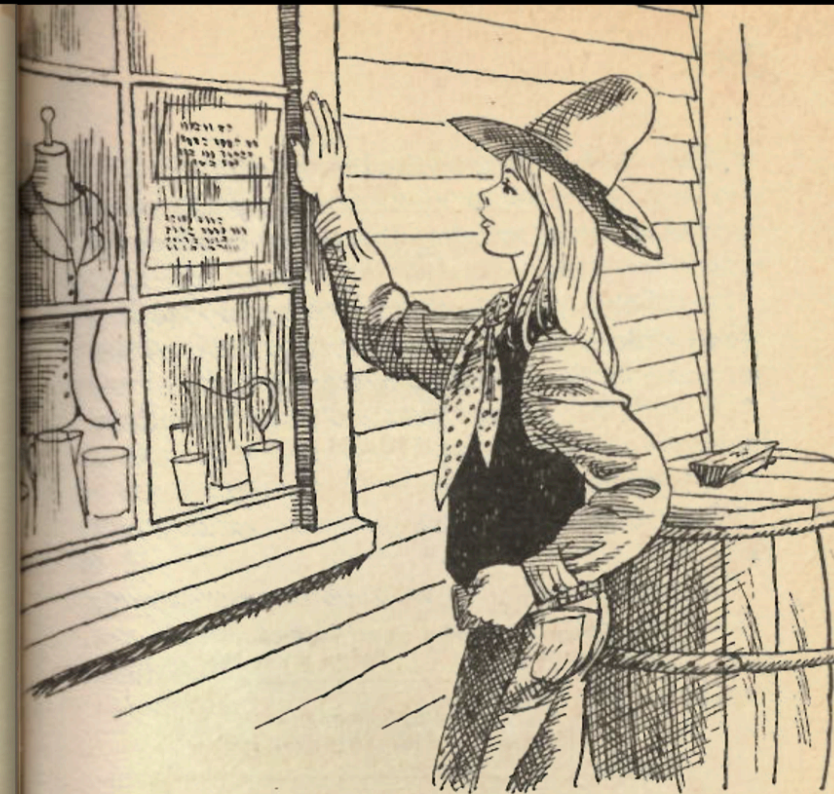
You've always wondered how  
Community Managers at the big  
platforms and companies do it. Perhaps  
you could ask around for a list before  
riding off into the uncharted wilderness?

PANEL TALK: TOOLS OF THE TRADE  
~10 minutes

Now you've armed yourself with  
knowledge of the tools,

Do you want to think about RESOURCE  
MANAGEMENT or would you like to talk  
about TIME MANAGEMENT?

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*If you choose RESOURCE  
MANAGEMENT, turn to the next page 4.  
If you want to talk about TIME  
MANAGEMENT turn to page 5.*

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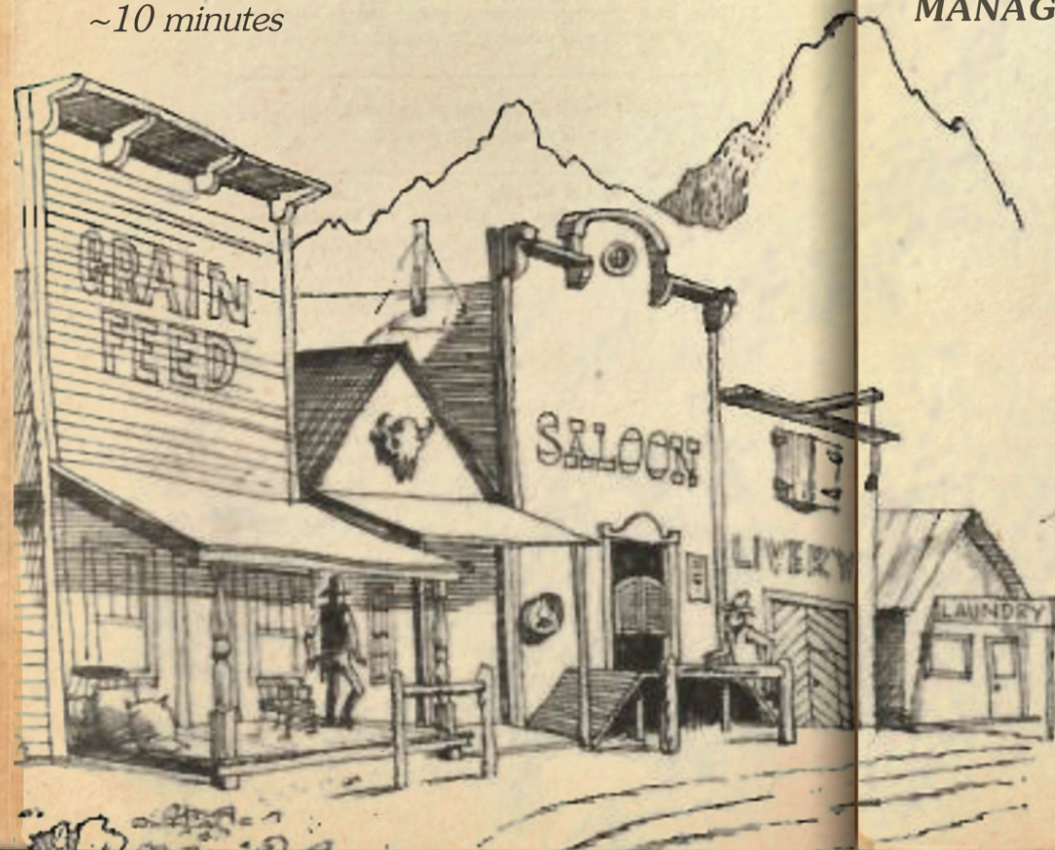


"If you build it, will they come..." goes the old saying, but that may not be necessarily true.

Building a new community from scratch isn't too hard, but building a community of many sub-communities can be daunting. You want it to thrive and not turn into a ghost town.

PANEL TALK: SETTING UP A  
MEGA-COMMUNITY

~10 minutes



Now you've got some strategies for yourself to begin.

Do you want to talk about RESOURCE MANAGEMENT or would you like to talk about TIME MANAGEMENT?

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*If you choose RESOURCE MANAGEMENT, turn to the next page*  
*4. If you want to talk about TIME MANAGEMENT turn to page 5.*



So you've sat down at a table of other fine co-workers within the company, and like any other poker game, you have limited resources. You can trade for other things you need, but you need to know what to go for – and win.

Sometimes you'll get what you need, and other times, you'll lose out to another internal team.

#### PANEL TALK: RESOURCE MANAGEMENT

*~10 minutes*

You feel more certain about the obstacles ahead.

Do you want to talk about **WORKING WITH OTHER INTERNAL TEAMS** or would you like to talk about **ENGAGEMENT WITH PLAYERS**?

---

*If you choose **WORKING WITH OTHER INTERNAL TEAMS**, turn to the next page 6. If you want to talk about **ENGAGEMENT WITH PLAYERS** turn to page 7.*





As your community demands have grown, often your team has not. You cannot be everywhere at once and cannot personally handle every player inquiry. You've tried but you're always running around and getting tired.

**PANEL TALK: TIME MANAGEMENT**  
*~10 minutes*

Somehow thinking about priorities in terms of what can scale has helped give you better perspective on things.

Do you want to talk about **WORKING WITH OTHER INTERNAL TEAMS** or would you like to talk about **ENGAGEMENT WITH PLAYERS**?

---

*If you choose **WORKING WITH OTHER INTERNAL TEAMS**, turn to the next page 6. If you want to talk about **ENGAGEMENT WITH PLAYERS** turn to page 7.*





Now that you've sorted out your time and resources a bit, working collaboratively with the other internal teams probably needs to evolve.

Community Management can serve business in more strategic ways and that isn't necessarily an easy thing to grow into (and for the other teams to understand either).

#### PANEL TALK: WORKING WITH OTHER INTERNAL TEAMS

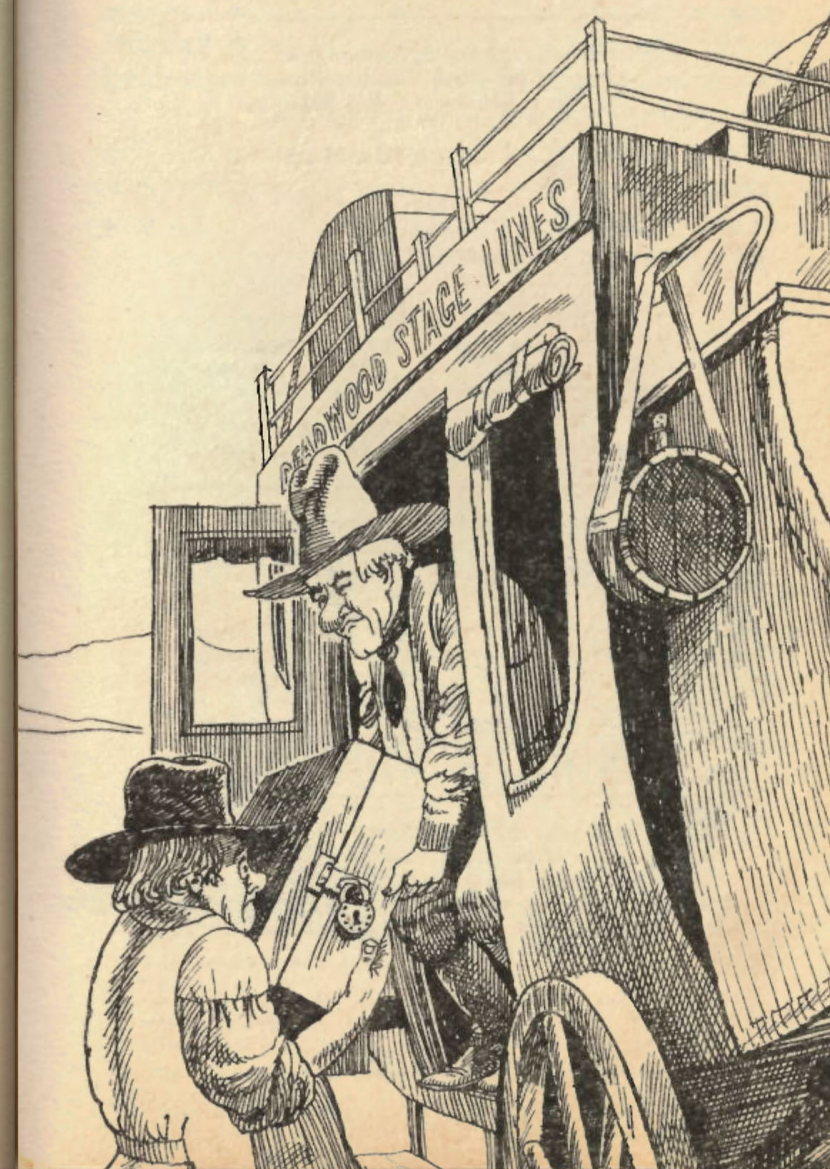
*~10 minutes*

Collaborative by nature, you feel ready to engage and "level up" your team's integration into the company even more.

Do you want to talk about REPORTING AND METRICS or would you like to talk about DAMAGE CONTROL?

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***If you choose REPORTING AND METRICS, turn to the next page 8. If you want to talk about DAMAGE CONTROL turn to page 9.***







Engagement with direct player interaction has likely changed for you as well – gone are the days of babysitting forums and personally interacting with each and every player. It's time to boost your engagement with thoughtful and good use of your time – including some personal engagement as it warrants.

**PANEL TALK: ENGAGEMENT FROM A SUPER BUSY, STRATEGIC LEVEL**

*~10 minutes*

While still maintaining a strong presence in your community, and taking care of everything, you are ready to tackle the next obstacle.

Do you want to talk about **REPORTING AND METRICS** or would you like to talk about **DAMAGE CONTROL**?

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*If you choose **REPORTING AND METRICS**, turn to the next page 8. If you want to talk about **DAMAGE CONTROL** turn to page 9.*



You and your team do so much and work so hard, but it's not always common for other teams and executives to realize how much you do and why it matters.

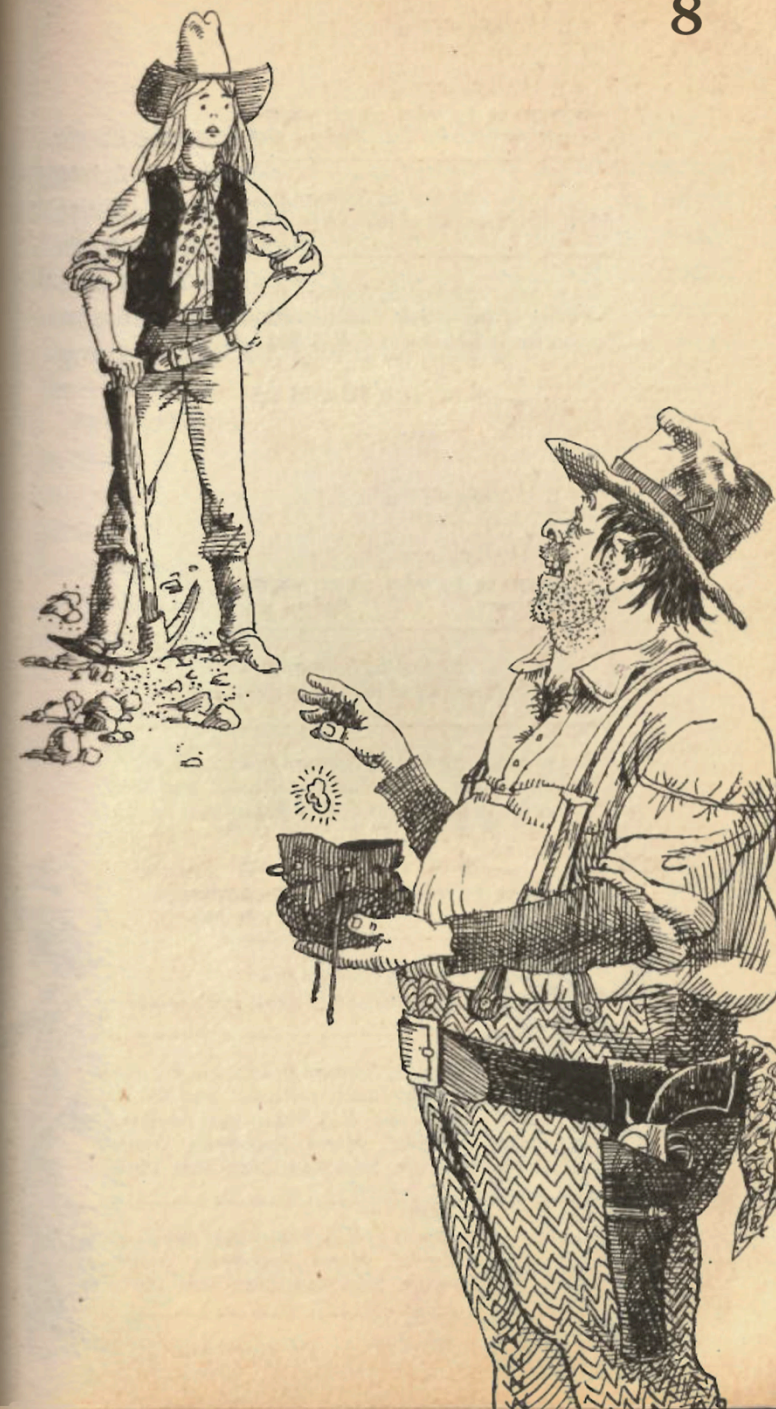
Being able to quantify it and report it back in a meaningful way, solidifying Community Management as a valuable team that can help the business grow.

**PANEL TALK: REPORTING & METRICS**  
*~10 minutes*

Helping establish your team's value through reporting and measuring your activities feels good. You're confident to move forward with a spring in your step.

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*Turn to page 10.*





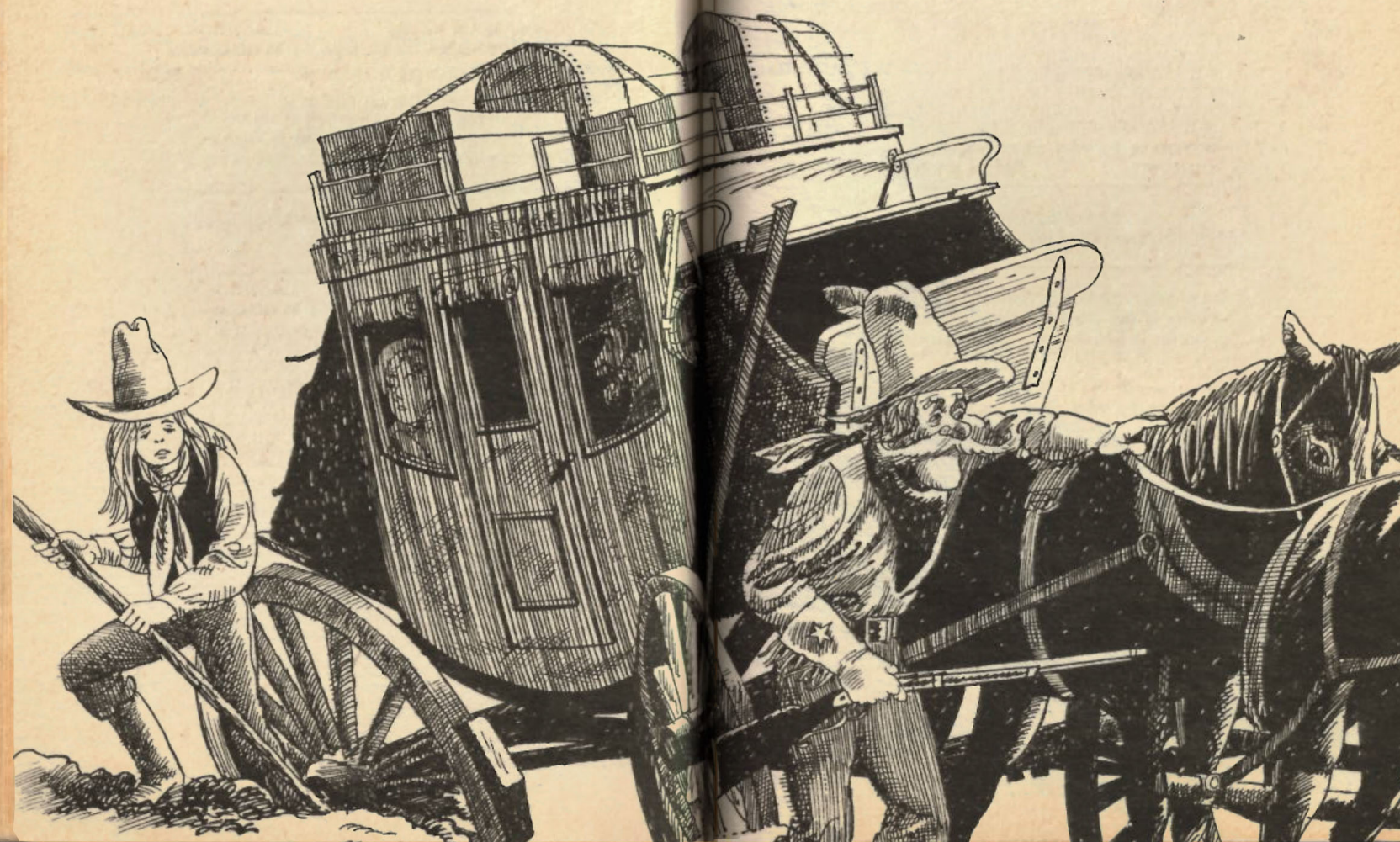
Life is full of surprises and eventually a calamity is bound to happen. It's time to circle the wagons and figure out what to do – together with your posse.

PANEL TALK: DAMAGE CONTROL  
~10 minutes

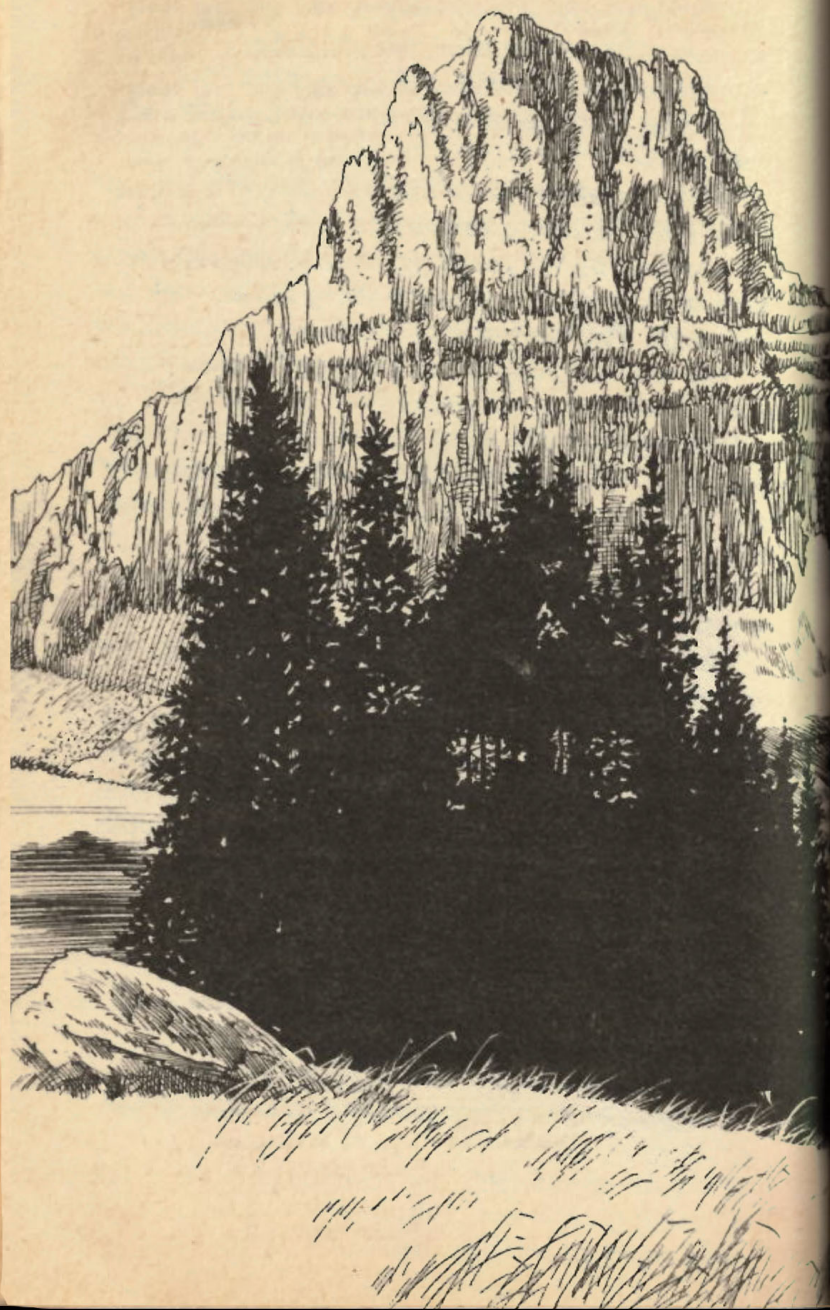
9

Not dying from dysentary always sounds like a good idea. Preparation and team work can handle just about anything.

*Turn to the next page.*



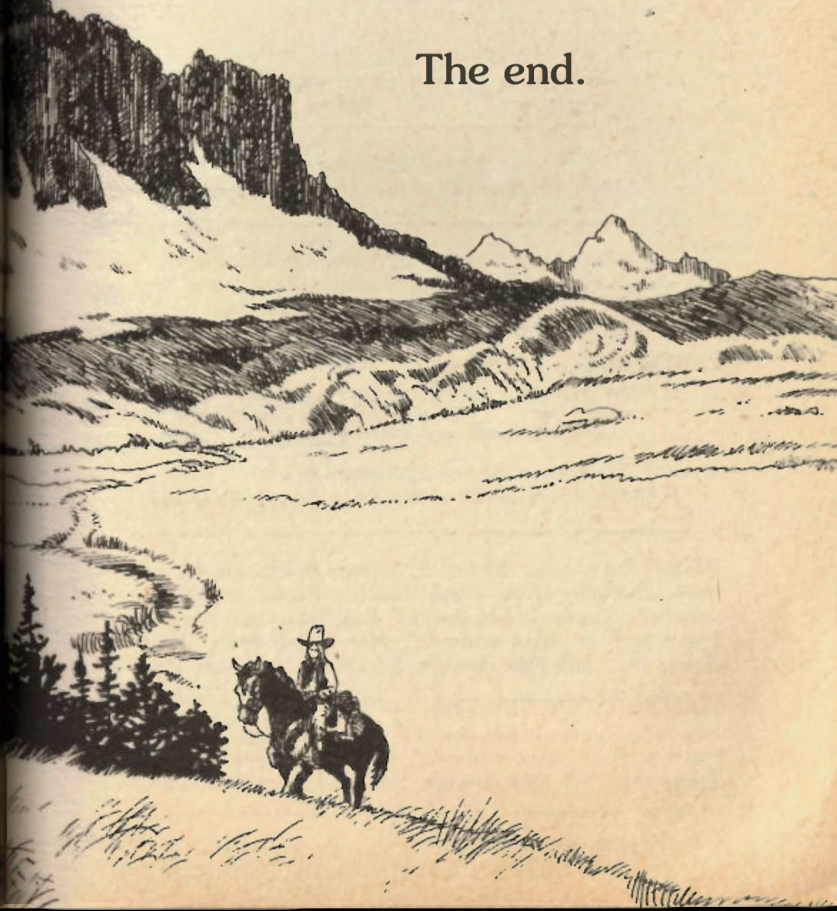




Congratulations! You've made it through the wilderness, learned how to scale your posse's efforts, work in a more integrated way with the rest of the company, create useful information by reporting metrics that matter, and are blazing new and exciting trails of your own.

Your community will thank you, and we tip our hat to you.

The end.







#### ABOUT THE AUTHOR

EDWARD PACKARD, a graduate of Princeton University and Columbia Law school, practices law in New York City. He developed the unique storytelling approach used in the CHOOSE YOUR OWN ADVENTURE series while thinking up bedtime stories for his three children.

*We humbly thank Edward for his inspiration for this "Pick-Your-Own-Path®" adventure and hope he kindly doesn't sue, though none of his stories or words were used at all.*

#### ABOUT THE ILLUSTRATOR

PAUL GRANGER is a prize-winning illustrator and painter.

*We greatly appreciate Paul for his wonderful illustrations in the "Deadwood City" Choose Your Own Adventure book, published by Bantam in 1980 for which we borrowed extensively (and hope he doesn't sue either).*



Some thoughts on making this presentation:

#### Diversity and Inclusion:

In the spirit of inclusion and thoughtfulness of narrative, character choices, etc., we carefully selected imagery that aimed to be more than just cis, white people. There was not much to choose from, from among the CYOA books available to us during the creation, that we felt was acceptable from a modern understanding of culture, cultural adaptation, gender, race, and more.

From among the options, were aliens, ghosts, many people of color, and people of male and female genders. In the book chosen for its theme and illustration options, "Deadwood City," there were Native American characters.

None of the POC were included, because we felt they were inappropriate for their reductive and inaccurate representations, and for their presentation as a negative force in most every example.

Subtracting the Native American character illustrations from the options due to their potentially offensive nature, while keeping with the western theme for this presentation, we felt that the remaining appropriate characters available from the source art left one perfect potential persona – a young woman that we made the focus of the art.

We feel that while taking her on a journey of learning and growth, with success in the end was the ideal solution.

#### Glorifying of Weapons:

Keeping in mind the "wild" nature of the wild west, we mindfully included no depictions of guns or weapons being fired or used, though they were extensively available in the source book for the art. It's just not necessary, nor helpful in the context of this humble presentation.