

GDC

“CODE RED”: How we organized a game jam from bomb shelters

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Co-founder & CBDO

GDBAY

**BEING A
EVENT PLANNER
IS EASY.**

**it's like riding
a bike.**

Except the bike is on fire.

You're on fire.

Everything is on fire.

And you're in hell.

GDBAY before 24.02.2022



GDBAY

an online community
platform for games
industry professionals

HYPER CASUAL JAM .COM

an international online
marathon for hyper casual
games developers

FEB 25-28, 2022

.Network

2400+ members
100+ countries

GLOBAL GAMES PITCH

an international online
pitching show and
matchmaking platform

APR 6-7, 2022

GDBAY before 24.02.2022

**HYPER
CASUAL
JAM
.COM**

FEB 25

Talks from experts
Opening & Topic announcement

FEB 26

GAME JAM

FEB 27

GAME JAM
Game submission

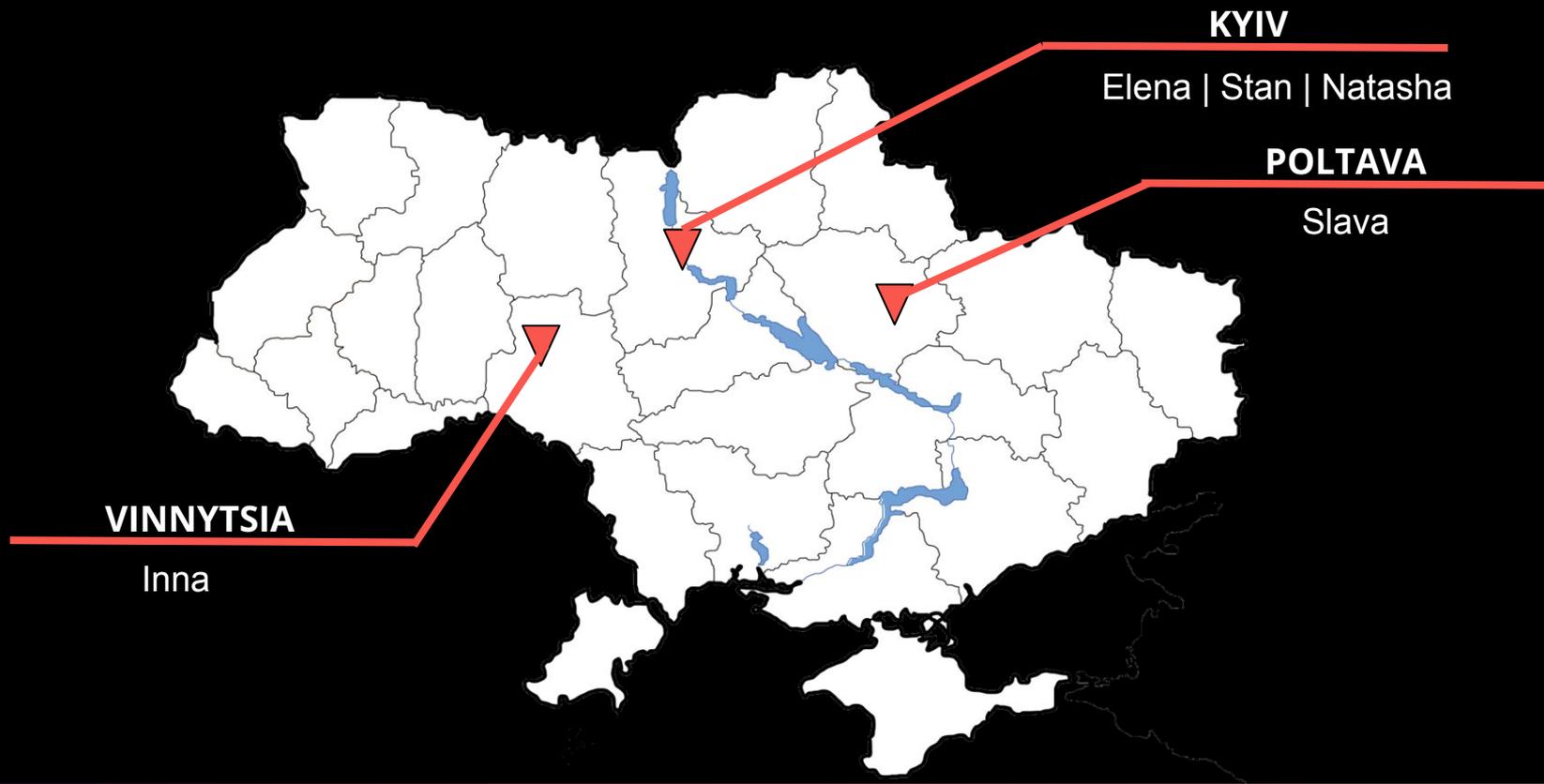
FEB 28

Judging

MAR 01

Judging
Results announcement

GDBAY team before 24.02.2022



TIP # 1

Hope for the best, get ready to the worst

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 Increase the “bus factor” (share information, accesses etc)

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Have “substitute players” for important processes

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Ask for help

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Have “substitute players” for important processes



Ask for help



If there are risk factors that can be eliminated, do it

TIP # 1

Hope for the best, get ready to the worst

... and be prepared that the worst might exceed all of your expectations.

Я слышу взрывы :(05:10

I HEAR EXPLOSIONS :(

Я не сплю с 5 часов 05:31

I DON'T SLEEP SINCE 5

24 FEB, 04:39

Ты слышишь взрывы?

DO YOU HEAR EXPLOSIONS?

да

Ппц

YES

SHIT

Thu, 24 Feb

I woke up at 5 AM and heard explosions 04:30 ✓✓

It's scary 04:30 ✓✓

Seems like I won't be able to catch that flight, the airspace is closed 06:47 ✓✓

24 ФЕВР., 04:07

Elena

Вы слышали что-то?

DID YOU HEAR ANYTHING?

Я проснулась ночью, потому что мне было страшно и мне показалось, что я слышала выстрелы

I WOKE UP AT NIGHT, I WAS SCARED AND I THINK I'VE HEARD SHOOTING

Ты спишь?

ARE YOU ASLEEP?

Код красный

CODE RED!

По ходу началась война

IT SEEMS LIKE THE WAR HAS STARTED

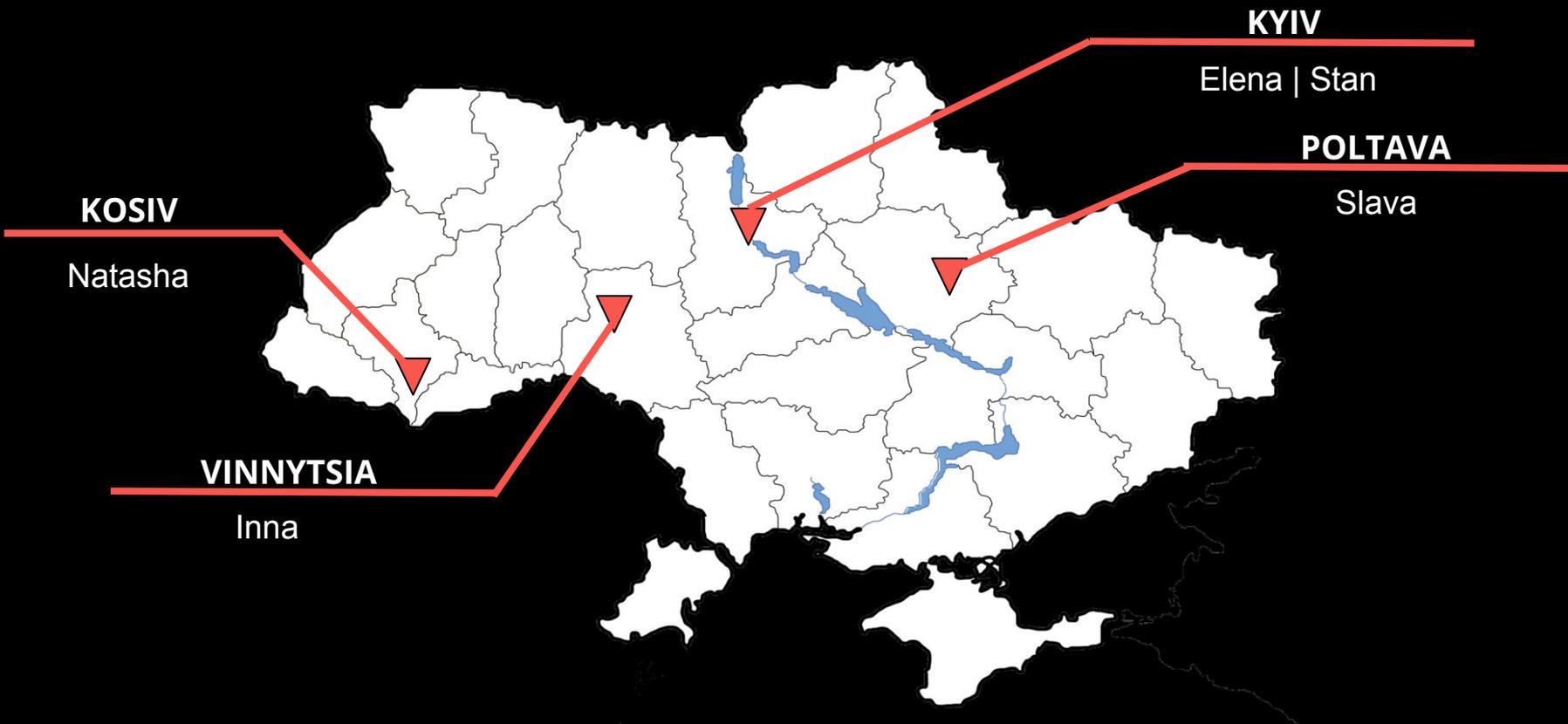
Все будет хорошо кот 11:01

EVERYTHING WILL BE ALRIGHT HON

Мы Луганск прошли, пройдем и Киев 11:01

WE SURVIVED LUHANSK, WE'LL SURVIVE KYIV

GDBAY team on 24.02.2022



TIP # 2

Difficult times call for quick decisions

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- 1 Set up priorities (for yourself and for the team)

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 Make sure everyone is on board

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 Don't act like nothing has happened

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Difficult times call for quick decisions

1 Set up priorities (for yourself and for the team)

 Make sure everyone is on board

 Don't act like nothing has happened

 Accept help

GDBAY after 24.02.2022

STATUS

**HYPER
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JAM
.COM**

230 ATTENDEES
28 PROTOTYPES
22 EXPERTS
9 WINNERS / NOMINATIONS

DONE!

**GLOBAL
GAMES PITCH**

100+ developers registered
50+ countries
40+ publishers and investors registered
...

???

GDBAY after 24.02.2022

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...

SCHEDULED

TIP # 3

Keep working

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We decided to keep working to



Save workplaces



Pay taxes, bills, spend money in Ukraine



Keep money coming and circulating in Ukraine

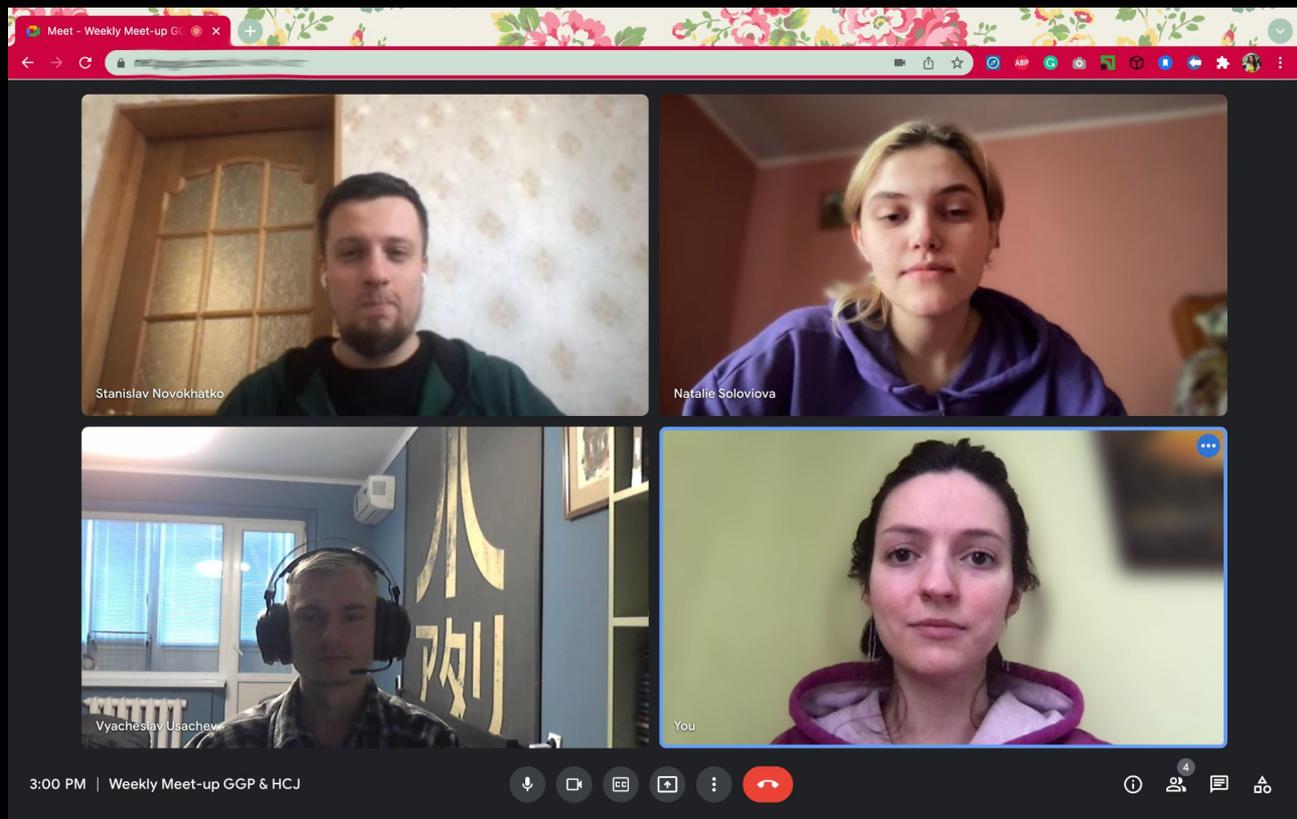


Donate to military and humanitarian aid



Get distracted from the news

GDBAY on 28.02.2022 (team call)



TIP # 4

Keep up the spirit!

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1 (again) Set up priorities

TIP # 4

Keep up the spirit!

1) (again) Set up priorities

 Declare position and update guidelines

TIP # 4

Keep up the spirit!

1 (again) Set up priorities

 Declare position and update guidelines

 Communicate more

TIP # 4

Keep up the spirit!

1 (again) Set up priorities



Declare position and update guidelines



Communicate more



Don't ask too much (of yourself and your colleagues)

TIP # 4

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Declare position and update guidelines



Communicate more



Don't ask too much (of yourself and your colleagues)



Keep your eyes on the "prize"

TIP # 4

Keep up the spirit!

1 (again) Set up priorities



Declare position and update guidelines



Communicate more



Don't ask too much (of yourself and your colleagues)



Keep your eyes on the "prize"



"Good news" practice

WHAT'S NEXT?

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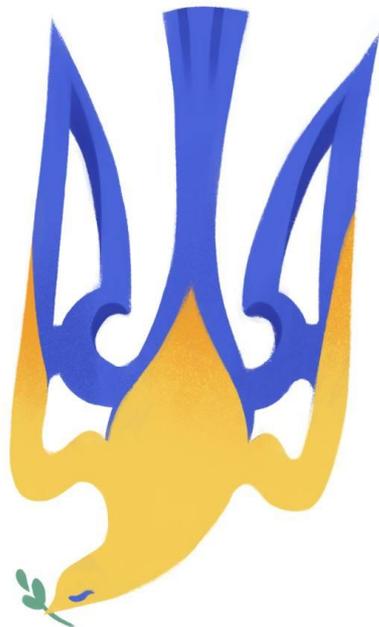
DONE!

**GLOBAL
GAMES PITCH**

250+ DEVELOPERS REGISTERED
60+ COUNTRIES
127 GAMES
70 PUBLISHERS AND INVESTORS

DONE!

SUPPORT IS KEY



#STANDUPFORUKRAINE

SUPPORT UKRAINIAN GAMES INDUSTRY COMMUNITY

**WE CONNECT THOSE IN NEED
WITH THOSE WILLING TO HELP**

<https://boost.ingamejob.com/helping-ukraine/>

THANK YOU



Elena Lobova

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 @olena.lobova