



## Open seminar on Game-Based Learning (GBL) business models

When: Tuesday September 22nd. 13:00-17:00

Where: Aalborg University, Copenhagen

The Centre for Applied Game Research (CEAGAR) at Aalborg University is pleased to invite you to participate in this open seminar on Game-Based Learning (GBL) business models, which brings together researchers, developers, educators, investors, students, and policy makers in order to move the field forward.

The main focus of the seminar is the development and use of GBL within a Danish context, but the seminar will also address international perspectives on the developing and publishing games for learning. The seminar will be held in English.

### Programme

- 13:00-13:30      Game-Based Learning in Denmark: Where are we now?  
Thorkild Hanghøj & Henrik Schønau-Fog, Aalborg University, CEAGAR
- 13:30-14:30      Mind the Gap: From GBL Research to Effective Development and Publishing  
Alan Gershenfeld, President, E-Line Media
- 14:30-15:00      Discussion and Coffee
- 15:00-16:00      Workshop on GBL business models  
Feel free to bring and share your ideas for GBL concepts and business models!  
(Prepare a max 3 minutes presentation with 3-6 slides)
- 16:00-16:45      Coffee, presentations & discussions
- 16:45-17:00      Goodbye and what will happen next

The seminar will be held at Aalborg University, Copenhagen  
Room: FOXCONN, 3rd floor,  
A.C. Meyers Vænge 15.  
2450 København SV

More info:

Thorkild Hanghøj: [thorkild@hum.aau.dk](mailto:thorkild@hum.aau.dk)

Henrik Schønau-Fog: [hsf@create.aau.dk](mailto:hsf@create.aau.dk)

### **The speakers:**

**Thorkild Hanghøj** is an Associate Professor at the Department of Communication and Psychology at Aalborg University Copenhagen AAU and a co-director of CEAGAR. He has been researching the use of games for educational purposes for more than 10 years, including titles such as *Minecraft*, *Torchlight II*, *The Power Game*, *Build A World*, *Tough Road* and *Global Conflicts*. Thorkild is particularly interested in the crucial role of teachers when it comes to linking games to curricular aims and facilitating the use of games in the classroom.

**Henrik Schønau-Fog** is an Assistant Professor at the department of Architecture, Design and Media Technology at Aalborg University, Copenhagen and a co-director of CEAGAR. His research interests are motivational factors, gamification and measure of engagement in digital games and interactive media. Henrik is also working with the design and development of purposive games and games for learning. He is furthermore using game enhanced learning models and game design and -development to motivate for learning in the classroom. Moreover, he teaches and supervises projects in the fields of games, interactive storytelling, emergent narratives, animation and media technologies. Henrik also has a background as entrepreneur, helping to start up several companies, including Scandinavia's first motion capture studio, MoCap Copenhagen.

**Alan Gershenfeld** is President, Co-Founder of E-Line Media, a leading developer and publisher of games that engage, educate and empower across formal and informal learning channels. Alan has worked on impact game projects with the Gates Foundation, MacArthur Foundation, National Science Foundation, USAID, DARPA, White House OSTP, California Endowment, Cook Inlet Tribal Council, Games for Change, Google, Sesame Workshop, MIT and ASU and numerous other partners. Alan was previously a member of the executive team that rebuilt commercial game publisher Activision from bankruptcy into an industry leader and he was also formerly Chairman of Games for Change.

Max number of invites: 50. First come, first served.

Use this Google form to sign up and stay informed on the seminar: <https://goo.gl/Tq3Leq>

### ***IMPORTANT:***

We would also like to invite you to the opening reception for CEAGAR, which is held the following day on September, 23rd at AAU between 14-17.

Aalborg University, Copenhagen.

The Guest Cantina, ground floor,

A.C. Meyers Vænge 15,

2450 København SV

More info: <http://game.aau.dk>