Alfaisal University’s Gameathon
August 2022
The 7-day Game Jam hosted on-site at Alfaisal University with a daily 6-10 hour technical program.

Alfaisal provided the technical training, facilitated the judging for the Game Jam, and mentoring for the teams in addition to the venue and event management.

Ten thematic tracks considered, each zone to accommodate 100 participants.

Timeline for a total of 8 days (18 – 25 August)
- Thursday: Launch and Opening Ceremony
- Friday and Saturday: the peak Game Jam activity.
- Sunday – Tuesday: Development Phase with mentoring continuing until Demo Day
- Wednesday: Demo Day in which judging is planned for 10 hours, 10am – 8pm.
- Thursday: Closing Ceremony at 7-9pm.
## Ten Thematic Tracks - 100 Participants per Track

<table>
<thead>
<tr>
<th>Track</th>
<th>Track Title in English</th>
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<tbody>
<tr>
<td>Track 1</td>
<td>Virtual Reality (VR) in Travel and Tourism Experiences</td>
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<tr>
<td>Track 2</td>
<td>Games and VR in Cultural Heritage Recreation</td>
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<tr>
<td>Track 3</td>
<td>Simulation and Serious Games</td>
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<tr>
<td>Track 4</td>
<td>Games for Public Health #GamesforHealth</td>
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<tr>
<td>Track 5</td>
<td>Games for Arabic Speech and Language Augmentative and Alternative Communication #AAC</td>
</tr>
<tr>
<td>Track 6</td>
<td>Accessible Games for Persons with Disabilities CoCreate Augmenting Humans</td>
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<tr>
<td>Track 7</td>
<td>ExerGames, Fitness and VR in Rehabilitation</td>
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<tr>
<td>Track 8</td>
<td>Playful Robotics</td>
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<tr>
<td>Track 9</td>
<td>Extended Reality (XR) and Mobile Games</td>
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<tr>
<td>Track 10</td>
<td>Games in Sports</td>
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</tbody>
</table>
## Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Management MCI</td>
<td>1,000,399</td>
</tr>
<tr>
<td>Bona Fide Media Agency</td>
<td>369,150</td>
</tr>
<tr>
<td>VIP Hospitality Nayyara</td>
<td>13,461</td>
</tr>
</tbody>
</table>
Marketing Communications Role

Pre – Event

Event Management (MCI)
- Serve as the POC for all communications with MCI
- Ensure timeline is set in place for deliverables
- Plan for Opening and Closing Ceremony, Crowd Management, Floor Plan
- Develop Event theme and branding identity and share with MCI for application
- Supervision and support of all video documentation with MCI

Media Company (Bona Fide)
- Management and Supervision of Bona fide Social media Campaign
- Creating Internal artwork of the event
- Draft the president closing speech

Day of the Event

- Supervision and work closely with Event Management MCI (floor plan – Branding and stage set up – Event documentation – Opening and closing ceremony program)
- Supervision the Marketing Campaign with the Media Company (Bona Fide)
- VIP Protocol Meet and greet
- VIP Catering and hospitality for VIP rooms (Opening and Closing ceremony)
- Media Coverage
Branding

01 THE LOGO

A logo is a visual mark showcasing the character and essence of the brand. A memorable logo with striking colors is an essential component of a powerful brand and serves as a visual shortcut to the company within a competitive market.
Branding

Gameathon at Alfaisal University
Be part of the Gamers3 Season and Compete with your Team at our Gameathon
10 Themes, 10 Competition, Workshops & Masterclasses
Organized by Alfaisal in Partnership with The Saudi Esports Federation

25 - 18 August, 2022  Alfaisal Campus  APPLY NOW
## Social Media

### Twitter
- **Original Tweets**: 7 Tweet
- **Re-Tweets**: 105 Tweet
- **Interactive official accounts**: 11 Tweet

### Instagram
- **Impression**: 187,999
- **Story Views**: + 280,132
- **Likes**: 101
Social Media

Alfaisal University • @Alfaisaluni • Aug 9

فزاع في الألعاب بمشاركة فريق أكثر من 10000 مشارك، فريق متنوع ومتنوع،lya لتجاوز الأرقام وجعل الصور الرائعة.

Gameathon at Alfaisal University

Be part of the Gamers8 Season and compete with your team at our Gameathon.

Alfaisal University • @Alfaisaluni • Aug 10

Don't miss the chance! 🎮
Apply now for the Gameathon challenge, prizes are upgraded, and it is now up to 2 Million SAR. @gamers8 • gamers8 • gamemathon • alfaisal • University

Alfaisal University • @Alfaisaluni • Aug 19

Gameathon has started its 1st day but you can still register for the exciting game design & development challenge created by Alfaisal University & organized by the Saudi Federation of E-Sports with prize money of 2 Million SAR. gamemathon.sa

To register gamers8.gg/game-athon/
Social Media

Alfaisal University 🌐 @Alfaisaluniv · Aug 22
Dr. Kyle Kane, Lecturer of Assistive Technology at MIT, is the track leader of Track 6: Accessible Games for People with Disabilities, talks about the focus of his track. #Gamers_season
@Gamers8_EN

@Nine66_ @Seol_Esports @Gamers8_AR

An impactful presence! Thank you Dr. Kyle Kane 😊❤️️ #Gameathon #Gamers8

Alfaisal University 🌐 @Alfaisaluniv · Aug 26
Apex 8 & AR Games Developers Students in the Enrichment Program won first place award in #Gameathon Riyadh 2022 in Gaming Robotics Track designing their original copy of ARMAID Robot that helps children learn to draw artistic shapes.

#مراجعة
#جامعة_الرياض
#موسم_الجهاز

First place 50,000 SAR
Social Media
<table>
<thead>
<tr>
<th>Publication</th>
<th>Channel</th>
<th>Link</th>
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<td>Social Media</td>
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 новый "الجيمجوم" إحدى الألعاب المفيدة ضمن #دوري_الجيمجوم
شارك فيها أكثر من 970 شخصاً، وشهد تطوير أكثر من 110
ألعاب إلكترونية
عبر:
@Rayankhurmi
Photos
Thank You
Marketing Communications Department