

Game Day Checklist:

Making the Most of **Gamescom 2023**



To help you make the most of Gamescom this year, we created this handy checklist you can use to plan your trip and schedule important activities.



Set Your Goals

- Define your own “What does Success Look Like” (WDSLL) for the event
- Set realistic and achievable goals (# of meetings, desired outcome, etc.)
- Make a list of companies you would like to meet



Plan Ahead

- Research what events and sessions you want to attend (make sure they fit your WDSLL)
- Identify important people you want to meet at the companies on your list and contact them before your visit to schedule a meeting
- Align your schedule to your WDSLL. Try to arrange most meetings ahead of time but leave room for new spontaneous connections
- Use the platform MeetToMatch to filter people that are looking for the same things as you



Connecting & Preparation

- Prepare and rehearse your elevator pitch
- Post on LinkedIn and social media to let everyone know you're attending, and where you'll be. Use the hashtags #Gamescom and #Gamescom2023
- Set a precise time and location for your meetings



The Event

- Visit Gamescom official website to learn more about the sessions and move around the expo better
- Use networking downtime to recharge, reflect, and plan follow-ups
- Attend social events that happen after the conference
- Talk to people and have fun!



Post-Gamescom Action Plan

- Sort and review your notes, materials and contacts collected at Gamescom
- Schedule time to follow-up with the companies you met at Gamescom
- Share key takeaways, insights, or experiences with your team or network
- Evaluate your WDSLL plan and identify areas for improvement at future events



Simplify Mobile Game Growth

To learn more visit
www.yodo1.com