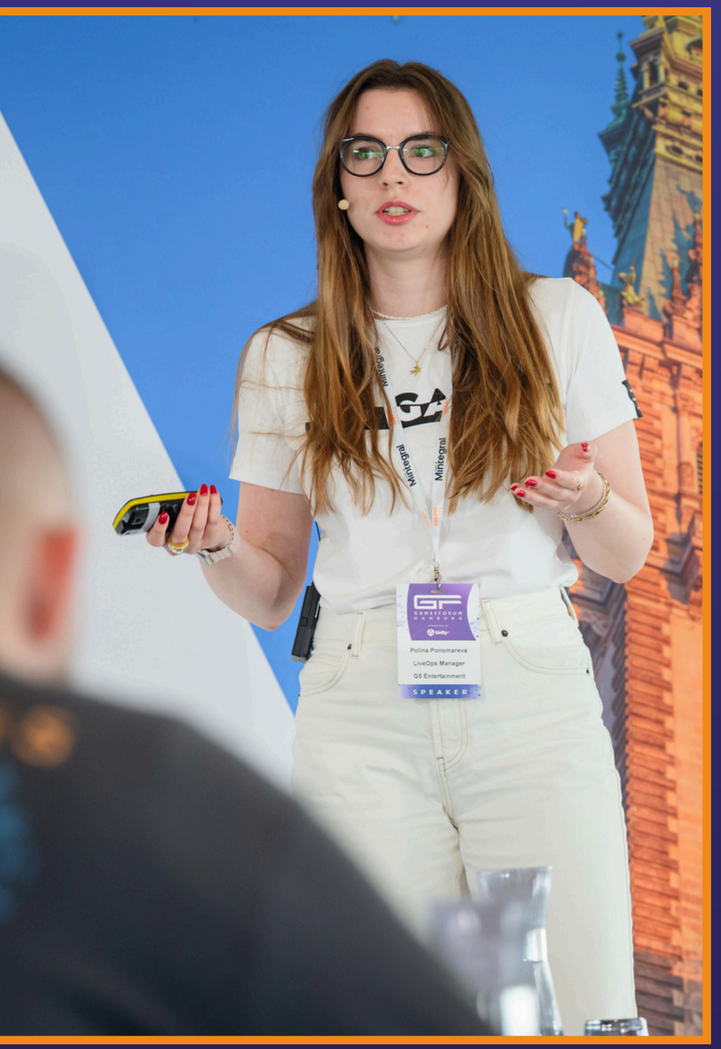
GAMESFORUM
HAMBURG

9-10 JUNE | NORD EVENT PANORAMADECK

2026
Attendee Brochure

GLOBALGAMESFORUM.COM/HAMBURG



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A WORD FROM OUR HEAD OF PRODUCT

Gamesforum Hamburg has always been more than a conference. It's where mobile game growth teams connect, compare notes, and pressure test strategies as you plan for Q4 and beyond.

Hamburg is known for open, practical discussion, from real performance insights on stage to closed-door roundtables, 1:1 meetings, and the conversations that happen between sessions. In 2026, we're building on last year's genre focus with a sharper structure: morning keynotes, followed by deep dives by genre across casual, hybrid-casual, and midcore.

Each genre stream features dedicated panels, presentations, and roundtables across acquisition, retention, and monetisation, designed to help you benchmark H1 performance and leave with clearer, more confident next steps for the year ahead.

JOSH VOWLES

HEAD OF PRODUCT

MARKET SNAPSHOT

Mobile growth is getting tougher. Competition is denser, attention is harder to win, and teams are being pushed to do more with the same, or fewer, resources. Here are the pressures shaping 2026, and what leading teams are doing about them.

Crowded, costly acquisition

Attention is harder to win, and high-LTV audiences are more contested. Teams need sharper creative strategy, stronger network choices, and smarter channel experimentation to protect efficiency.

LTV comes from nuance

Payers vs non-payers is too blunt. The edge is deeper segmentation by engagement, session length, behaviour, and intent, then tailoring monetisation and live ops accordingly.

Speed and signal

AI is increasing output, but testing discipline decides what performs. At the same time, global competition is raising the efficiency bar, pushing teams to move faster with clearer measurement and decision-making.

WHAT YOU'LL LEAVE WITH

Gamesforum Hamburg is built for growth teams who want clearer answers, faster. Over two days, you'll compare notes with peers, benchmark your H1 performance, and sharpen your plans for Q4 and beyond. Expect practical insights grounded in real data, channel performance, and what teams are changing right now across casual, hybrid-casual, and midcore games.

- A clearer benchmark for H1 performance across acquisition, retention, and monetisation, based on what peers are seeing in market.
- A genre-specific view of what's working for casual, hybrid-casual, and midcore teams, including the tactics that are holding up under pressure.
- A tighter creative and testing plan to cut through a crowded market, with ideas you can trial quickly and measure cleanly.
- A sharper approach to segmentation that goes beyond payers vs non-payers, using engagement and behaviour to unlock more LTV.
- Practical retention and engagement moves focused on increasing player time and sustaining momentum, not just short-term revenue.
- A more confident monetisation strategy that balances player experience with performance, regardless of team size or live ops maturity.

Gamesforum Hamburg is about as close to perfect as an industry event gets.

There's enough space to have real conversations without it feeling empty. It avoids the chaos of overcrowded expos, with just a few hundred true experts attending. That makes every chat meaningful and insightful.

Vladislav Ladizhenski
Head of Growth, **Sunday**

THE HAMBURG FORMAT

Gamesforum Hamburg is designed to help growth teams move from insight to action. Each day starts with keynotes that set the direction, followed by genre-focused sessions across casual, hybrid-casual, and midcore. Throughout the programme, you'll find closed-door roundtables, workshops, and time to connect with peers, so you can benchmark performance, pressure-test decisions, and leave with clearer priorities for Q4 and beyond.

/1

Keynotes

Clear perspectives on what is changing in mobile growth, what is working right now, and what to plan for next across acquisition, retention, and monetisation.

/2

Panels

Tactical breakdowns of strategies, testing approaches, and outcomes, including what teams would repeat and what they would do differently.

/3

Closed-door roundtables

Honest discussion on what is scaling, what is stalling, and where teams are placing bets, plus audience Q&A that focuses on implementation details.

/4

Case studies and presentations

Candid discussion, shared comparables, and practical takeaways you can take back to your team.

GROWTH PILLARS X GENRE OVERVIEW

Dedicated deep dives by genre, with focused learnings across acquisition, retention, and monetisation. Built to help teams benchmark H1 performance and leave Q4-ready.

Casual

Acquisition

- Sharpen creative strategy and testing cadence to cut through a crowded market.
- Improve channel and network selection to protect efficiency as costs rise.

Retention

- Increase player time and engagement through smarter personalisation and experience design.
- Strengthen early lifecycle to reduce churn and improve long-term LTV.

Monetisation

- Move beyond payers vs non-payers with segmentation based on engagement and intent.
- Balance revenue growth with player experience and sustainable retention.

Hybrid-casual

Acquisition

- Compare scaling approaches and channel mixes as audiences get more contested.
- Use clearer measurement to separate real uplift from noise.

Retention

- Build habits and progression loops that keep engagement strong without over-complication.
- Improve re-engagement with tailored experiences across cohorts.

Monetisation

- Benchmark hybrid models and trade-offs across ads and IAP.
- Segment by behaviour and session patterns to unlock revenue without harming engagement.

Midcore

Acquisition

- Optimise for high-LTV audiences with stronger targeting, creative strategy, and network choices.
- Explore new channels and partnerships while keeping measurement disciplined.

Retention

- Maximise long-term engagement through personalised experiences and live ops strategy.
- Increase stickiness by aligning content cadence with player intent and progression.

Monetisation

- Improve monetisation performance through deeper cohort strategy and offer design.
- Use segmentation and experimentation to grow ARPDAU and LTV sustainably.

A PREMIUM EVENT EXPERIENCE

Top-class catering

Your ticket includes top-class catering designed to keep you focused for two full days. Start with a light breakfast, then stay fuelled with refreshments and snacks throughout the day. At lunch, we serve a hot buffet and salad bar so you can keep conversations going without rushing off-site. It's one less thing to think about, and a big part of what makes Gamesforum Hamburg so great.

Connections made easier

Great connections are built in the gaps between sessions. With coffee, soft drinks, and snacks available throughout the day, it's easy to keep energy up and meetings on track. Grab a refill, pull up a chair, and turn a quick hello into a proper conversation.

Networking, elevated

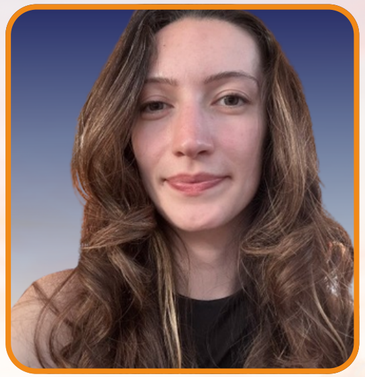
When the agenda wraps, the venue shifts into networking mode. Join your peers for evening drinks at the panoramic bar with 360-degree views across Hamburg. It's the perfect setting to reconnect with familiar faces, meet new ones, and keep the discussion going in a relaxed space. Same room, different pace, and a backdrop that makes those conversations stick.

SPEAKER PREVIEW

Alexey Gusev
Head of Growth
Softgames

Terra Clarke Olsen
Head of Growth
Tactile Games

Jukka Hilvonen
Director of Growth
Metamoki



Irem Ustek
UA Manager
TapNation

Otto Simola
Head of Player Acquisition & Monetization
Fingersoft

Livia Antal
Creative Marketing Manager
Youda Games, Playtika

Christoph Sachsenhausen
Co-Founder & Co-Managing Director
Sunday

Oliver Lindahl
Strategist & Behavioural Scientist
Supercell

WHO YOU WILL MEET

250+
Attendees

40+
Hours of Content

1,000+
Confirmed Meetings

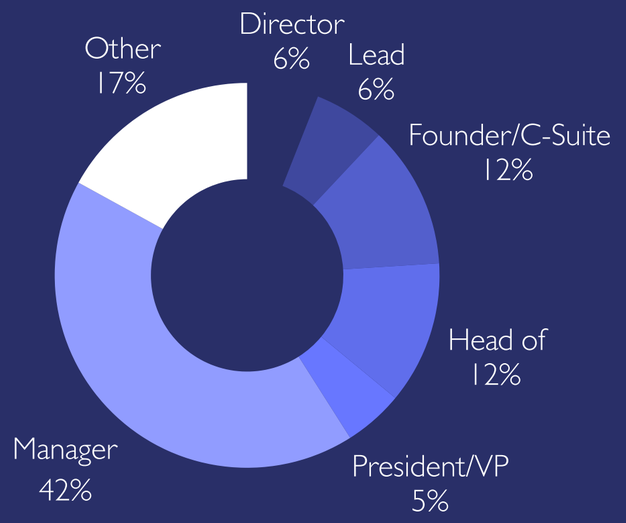
28
Countries

120+
Companies

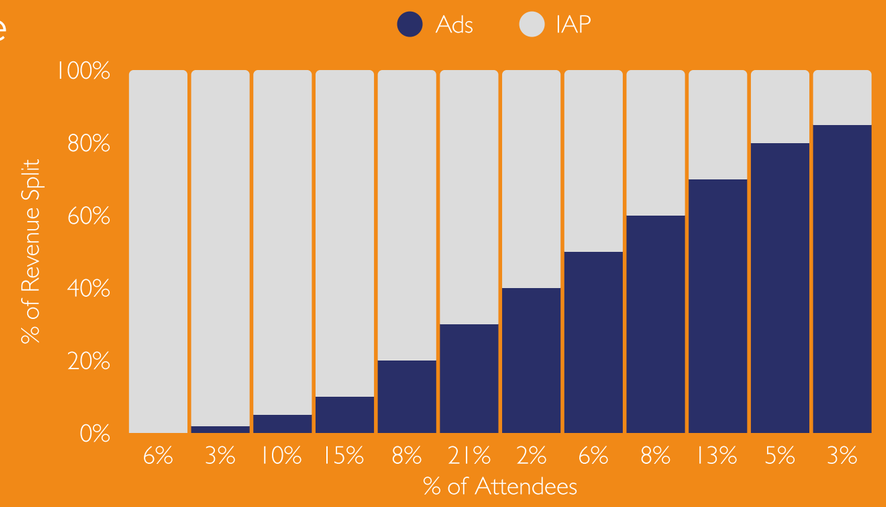
2025 AUDIENCE SPLIT

Attendee Breakdown

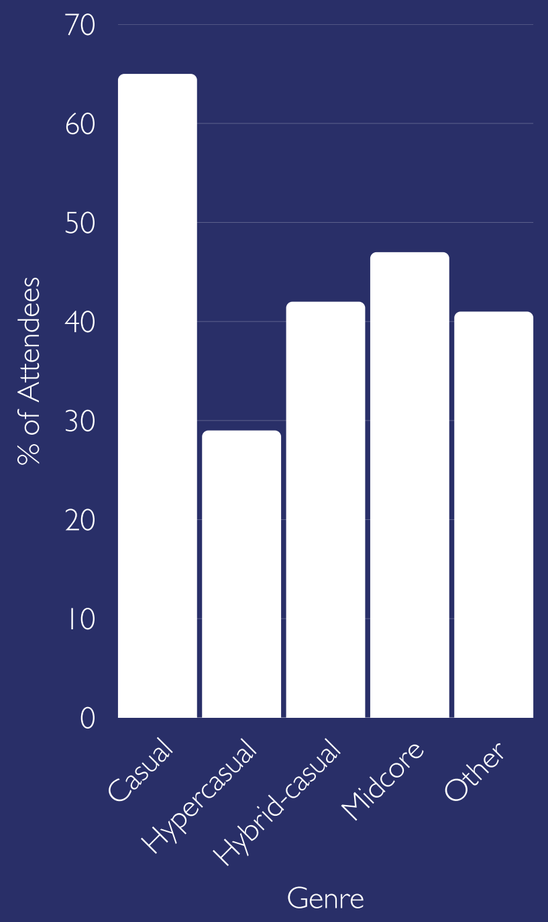
Job Titles



Revenue Split



Game Genres Attendees are Working On



WHY HAMBURG

Hamburg is a natural home for Gamesforum. It’s easy to reach from across Europe, built for business travel, and offers the right environment for focused conversation and meaningful connections. For mobile game growth teams, it’s the ideal mid-year meeting point to step out of execution mode, benchmark performance with peers, and return to your desk with clearer priorities for Q4 and beyond.

Well-connected meeting point

Simple travel routes from across Europe make it easier to bring teams together and maximise time on site.

Innovation-led city

A fitting backdrop for teams focused on testing discipline, smarter decisions, and scaling what works.

Built for productive business travel

Efficient infrastructure and a practical layout that keeps the focus on content, meetings, and momentum.

Strong regional mix

A natural hub for connecting with peers from the Nordics, Central Europe, Eastern Europe, and Turkey for benchmarking and shared learnings.

PROOF FROM 2025

Thank you, Gamesforum family, for yet another amazing event.

You consistently manage to bring together a high-quality crowd while keeping the atmosphere cosy and welcoming. Every person I met genuinely unfolded insightful and inspiring conversations. Many thanks for the wonderful organization and the hard work you put into making this event unique!

Pola Vayner
Ad Ops & Fraud Prevention Specialist

Hamburg never disappoints.

An event packed with knowledge and networking opportunities to meet wonderful people from the gaming space.

Monika Raszowska
Director of Sales, **KashKick**

Attending Gamesforum Hamburg is an annual highlight that I look forward to every year.

It is held in a beautiful event space overlooking Hamburg and offers a great mix of networking, new ideas and presentations from key players in the industry. The new format dedicated to game genres worked very well.

Dale Kerr
Growth Manager, **Tilting Point**

PROOF FROM 2025

Lucjan Exner • 2nd
AdTech | Performance| Direct Sales | Business ...
4d •

Gamesforum in Hamburg was an excellent event (as usual) for connecting with top industry leaders and gaining valuable insights into the ever-evolving mobile gaming landscape.
Kudos to everyone who took the time to meet, share valuable insights, and explore potential collaboration with Appnext.

Hope to see you soon again, folks!

Szilvia Haluska, Simona Petro, Emircan E., Misha

Matej Lancaric • Following
Helping Games Grow 🚀 11+ years of experie...
2d •

Gamesforum never disappoints. If you are not attending you are already 2.5 steps behind the gaming industry!

Thanks for having me Josh & John ❤️
The state of the brutally honest UA presentation - done!
Here is the report: https://lnkd.in/dS7JA9cy

Max Weber • 2nd
Influencer Manager & Partnerships Manager a...
4d •

Had a great time at Hamburg this week, and a bit of a personal milestone too: My first time hosting a roundtable!

Very much enjoyed the open and really insightful discussion around the table. Even we didn't manage to cover everyone's questions in the session itself, it was great to continue some of those chats 1-on-1 afterwards which was equally valuable and fun. Big thanks to everyone who contributed to the conversation and brought some questions to discuss, especially, Matteo Posanzini, Tatyana Lavorenko ➡ Gamesforum Hamburg and Mikita Rakitski for the great input beforehand!

Huge shoutout also to the Team for pulling off a fantastic and super smoothly ran event, and special thanks to Josh Vowles for the invite and being a very welcoming host.

Already looking forward to the next one!

Katerina Maliaran • 2nd
Head of Ad Monetization
5h • Edited •

Gamesforum in Hamburg is an annual must-attend event for all UA and AdMon professionals. It's a fantastic place for networking and new ideas that spark during the sessions — plus, the most relevant and well-targeted VIP dinners ever 🔥

The monetization panel was a highlight 🔥 : a full hour of practical, actionable tips and an amazing Q&A session that was so engaging, it was hard to bring it to a close. I'm really glad I made the trip — and even more grateful for the friends and colleagues who were there with me. Big hugs to all of you — you made it even more special 💛
Josh Vowles Matej Lancaric Anastasiia Galitskaia Igor Karev Otto Simola Aliaksandra Tryfanava Harsh

Jacki Vause • 2nd
CEO | COMMS | CONNECTOR | SPEAKER Gam...
Visit my website
4d •

never fails to deliver and I am constantly surprised at the sheer level of collaboration and sharing that happens at their events.

The Hamburg event saw some great chase studies and I moderated a wonderfully spicy panel about the rise of the Rewarded space with great panellists from all sides of the industry Davide Sinigaglia from Stillfront and Leyla Dolgikh from Rovio Entertainment gave great perspective from an implementation standpoint and Monika Raszowska from KashKick (Besitos)and I-

Ömer Yakabagi • 1st
Building Gamigion.com I Mobile Gaming Today
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Gamesforum Hamburg was FUN! 🕺

Home shows always rock.

Tagging 200+ buddies below 👇

Nope, definitely not. Event MAFIA knows itself.

Kudos to 3J - John, Josh, Joe 👏

My BIGGEST takeaway?

Right in the comments.

PASSES AND PRICING

Most popular

Super Early Bird

€149

Available until **27 March**

Early Bird

€249

Available until **8 May**

Conference Pass

€299

What's included in your pass?

- Full access to two days of keynotes, panels, and case studies.
- Genre-focused sessions across casual, hybrid-casual, and midcore.
- Closed-door roundtables and interactive discussions (subject to capacity).
- Networking breaks and onsite networking moments.
- Event app access for agenda planning, messaging, and meeting requests.

Group Booking Savings

3 tickets: 15% off each ticket price
4 tickets: 30% off each ticket price

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