

# **Gabriel McIntyre**

**Game Design Instructor / Gamification Consultant at The Game Beyond**

Atlanta, GA, US

Learn award winning game design from a master. Professor, Artist, Game Designer and Dudeist Priest.

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## **Biography**

Gabriel McIntyre has been teaching ?Interactive Performance Design and Games? and New Media at the College of Arts in Utrecht, The Netherlands for almost a decade. He has worked on video games for clients such as Sony, Davilex, T-Mobile and Microsoft. The campaigns he worked on have won a number of digital and advertising awards. He is known in Europe for being a Viral Video and New Media Dude. For many years he was an evangelist of online video before Youtube. He worked on two popular early online video sites in Europe, Mobuzz TV and Xolo.TV that have won International broadcasting awards. ? Gabriel has given keynotes at conferences all around the world in innovation, marketing, digital trends and gamification. DLD (Munich), SIME (Vienna), Picnic (Amsterdam), Le Web (Paris), DMEXCO (Berlin), Webcom (Montreal), La Red Innova (Madrid), and The Monaco Media Forum (Monaco) are a few of the events which he has spoken. He has been interviewed about new media trends for articles in Forbes Magazine, The Wall Street Journal, BBC and The Telegraaf. If you want to know about the future, innovate your current communication processes or need a creative with a crystal ball, Gabriel McIntyre is your man.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Education/Learning, Computer Gaming, Advertising/Marketing

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## **Areas of Expertise**

Gamification, Innovation, Game Design

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## **Affiliations**

The Lovie's Award - Judge, The Webby Awards - Judge

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## **Sample Talks**

## **Learn the Basics of Game Design**

The Game Beyond is a workshop in Game Design. This Gamification Course is an intense 1 day workshop / game. Players tap into the natural understanding of playing games, using The Game Beyond method, to unlock the natural game design skills in us all. The Game Beyond method allows for the rapid prototyping of games to complete real world goals. ? Watch some reactions:

<http://youtu.be/9LBKRWtvQ04> More information about this talk can be found at

<http://thegamebeyond.com>

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## **Event Appearances**

### **The Game Beyond - Learn the Basics of Gamification**

Creative Drive In

### **Creativity in Marketing**

Marketing Natives

### **Experiential Marketing**

Marketing Natives

### **The Game Beyond Gamification Method**

Amsterdam Startup Week

### **Biometrics in Advertising**

Red Innova

### **Location Based Advertising**

Marketing Natives

### **Crowd sourcing and Co-creation**

DMEXCO

### **Serious Games in Advertising**

NEXT

### **Virtual Immortality**

Webcom

### **Crowd Sourcing - Moderator Panel**

Nonick Conference

### **Mobile Media Panelist**

Monaco Media Forum

## **Online Video Revolution**

Le Web

## **The Game Beyond - Learn the Basics of Gamification**

Marketing Natives

## **Change the way they work with Games - Award Winning Microsoft Case Study**

SIME

## **Online Video Revolution for Buisness**

Blognomics

## **User Generated Content**

MIPTV

## **User Generated Content**

DLD

## **Videoblogging Media Revolution**

DLD

## **Citizen Journalism Panelist**

Podcast Day

## **User Generated Media - Panleist**

Le Web

## **DLD Women - the Game Beyond**

DLDWomen

## **Kinnernet - Ignite**

Kinnernet Europe

## **HR and Games**

Thought Leader Global

## **The Game Beyond - Gamification Workshop**

DLD Women 2014

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## **Education**

College of Arts of Utrecht

Masters Game Design

**College of Arts of Utrecht**  
Bachelor Audio Visual Media

**University of Portsmouth**  
Bachelor European Media Studies

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## **Testimonials**

### **Benjamin Ruschin**

Gabe is one of the best speakers and entertainers I've seen on stage ? ever. The way he makes audiences crack up in laughter, whilst providing such insightful knowledge, makes his speaking appearances truly unique!

### **Loïc Le Meur**

Gabe is a secret weapon for event organizers. I've had him speak twice at Le Web. He has big impact. The crowd is always entertained, energized & enlightened.

### **onetoone.de**

"The audience resonated particularly well with the lecture by Gabe McIntyre about game design. He explained with an interactive presentation elements such as how emotional learning about games can work in marketing. "For the first time it has been a good experience," said Laura Sadau and Keith Wischermann, student of the Hamburg Brand Academy. Gabe McIntyre's lecture was "exotic and something else" exerpt from article on onetoone.de

### **Rupert Schäfer**

Gabe Mac is an amazing fantastic speaker that will elevate your event to heights of unknown awesomeness.

### **Graham Brown-Martin**

Gabe Mac is without question one of the finest speakers that I have had the opportunity to work with. Energetic, concise and engaging are just three words I would use to describe his delivery as he takes his audience on what feels like an adventure.

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