



FOR IMMEDIATE RELEASE:

Amazon Games Senior Publishing Producer Nick Laing to Keynote SIEGE Oct. 13

Award-Winning Game Developer to be First Two-Time Keynote

ATLANTA – (Sept. 12, 2019) – Nick Laing, senior publishing producer for Amazon Games, will keynote the 13th annual Southern Interactive Entertainment and Game Expo (SIEGE) on Oct. 13, the Georgia Game Developers Association announced Thursday. The award-winning game producer has worked on games ranging from “edutainment” games to massive AAA blockbusters> Laing will be the first person to keynote a SIEGE conference twice.

“I’m really looking forward to returning to SIEGE to engage with the Georgia game development community and speak about the multi-faceted role of game production,” he said. “It’s an honor to be invited back. I’m very excited to share lessons and hear stories about the phenomenal industry hotspots like Atlanta.”

Laing worked in comic books prior to entering the video game industry in 1999. Before joining Amazon Games, he worked with EA and Microsoft, among others. He has worked with teams of two up to teams of more than 200. At SIEGE he will share his insights into being a successful game producer.

“Making great games on time and in budget isn’t easy, but producers are a key component to getting it right,” Laing said.

“Laing keynoted SIEGE when he was senior producer on the great Forza series of games, and his presentation on personal leadership was very well received,” said SIEGE Director Andrew Greenberg. “He has continued to develop the skills that have made him so successful, as few people have his rare gifts for both knowing how to make good games and how to communicate that to others.”

Online registration is now open for the 13th annual Southern Interactive Entertainment and Game Expo, set for Oct. 13 -15 in Atlanta. SIEGE is the largest professional game development conference in the South, with tracks addressing game design, programming, art, audio, business, and serious games. Online prices are valid through Oct. 4 at www.siegecon.net.

Student tickets are \$44.95 for student members and \$54.95 for non-member students. Professional passes are \$74.95 for GGDA members and \$104.95 for non-members.

Taking place in Atlanta, SIEGE is the largest professional game development conference in the Southern United States. Since 2007, SIEGE has featured leading figures from the industry and has hosted panels reflecting a wide spectrum of the game production industry, including artists, programmers, designers, investors, writers, teachers and business executives. The event also showcases a College Fair for high school students and a Digital Media Investment Conference.
