

Gabriel McIntyre

Game Design Instructor / Gamification Consultant at The Game Beyond

Amsterdam Area, Netherlands, , NL

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

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.

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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.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Education/Learning, Computer Gaming

Areas of Expertise

Gamification, Innovation, Game Design

Affiliations

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

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.

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Watch some reactions: <http://youtu.be/9LBKRWtvQ04>

More information about this talk can be found at <http://thegamebeyond.com>

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

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

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" excerpt 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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