

EDMONTON DIRECT



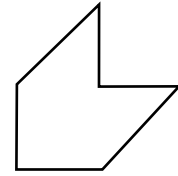
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21



ESiO
EDMONTON SCREEN
INDUSTRIES OFFICE

FROM THE ORGANIZERS

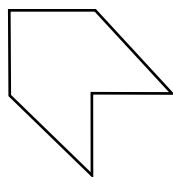


We at ESIO are proud to work on Edmonton Direct with the dedicated folks behind the Alberta Esports Association. With support from the Government of Alberta, the City of Edmonton, and the countless developers, competitors and supporters of the interactive digital media sector within Edmonton, Edmonton Direct is poised to be one of the most exciting events this year. As I said when I was named the new CEO of ESIO, we have an abundance of talent and we're excited to promote not only the city, but the people themselves. This is something we can truly see through this event. Passion for the video games industry in Edmonton is a well honoured tradition, with BioWare recently celebrating their 25th anniversary. We are excited to look at what the next 25 years will look like in Edmonton Metro and proud to be a part of that journey.

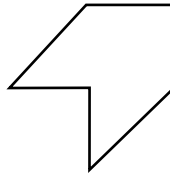
Expansion of the screen industries within Edmonton Metro and job growth are top priorities for ESIO as well as supporting our local developers of all levels. Whether it be through our grant programs, the Edmonton Screen Media Fund, networking events or our professional development workshops, our team holds a special place for the screen industries within our hearts and video games are a major part of the ecosystem here in Edmonton.

We thank all of the sponsors for this event, speakers, panelists, competitors and attendees as we bring together all aspects of gaming and are beyond thrilled to share this event with you.

■ **Tom Viinikka**
CEO
Edmonton Screen
Industries Office



The ESIO was established in 2017 as a non-profit society that serves all of the Edmonton Metro region screen media inclusive of film, television and interactive digital media. Its mission is to catalyze the development, growth and sustainability of companies, entrepreneurs and craftspeople in the Edmonton Metro region screen media industries.



We're so excited to be working with the Edmonton Screens Industries Office, the Government of Alberta, and the City of Edmonton, as well as all the post-secondary institutions, game development studios, industry sponsors, community organizations, and volunteers to advocate for the video game sector in Edmonton through a collaborative ecosystem approach. Edmonton Direct is the result of the collective effort of all our partners working together to advocate for the economic & social impact that video games brings to Edmonton, whether it's by creating, playing, or competing.

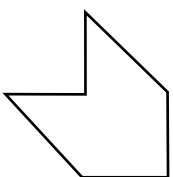
My co-founding partner Brad Jones & I have been organizing events at the grassroots level since we were both 14 years old over 15 years ago, growing from our local libraries to filling convention halls. Since we founded the Alberta Esports Association as a value-driven non-profit in the Spring of 2020 to begin building the fundamental infrastructure required to scale esports within Alberta, we have received more support that we could have ever dreamed of. We love video games and our local gaming industry & community, and we're so thrilled to have you join us in celebrating Edmonton's games, talents, and communities through a single all-encompassing gaming event.

A huge thank you to all the partners, sponsors, participants, and volunteers who have and continue to support us in championing our vision in cultivating a sustainable esports and video game ecosystem locally.

■ **Victor Ly**
President, Co-Founder
Alberta Esports
Association



The Alberta Esports Association (AESA) is a non-profit organization dedicated towards fostering the growth and development of esports within Alberta, Canada. AESA builds industry standards that protects athletes while delivering events and increasing engagement from players, academic institutions, & local businesses. The community-first approach strengthens the collective voice of local communities and removes barriers to participation.



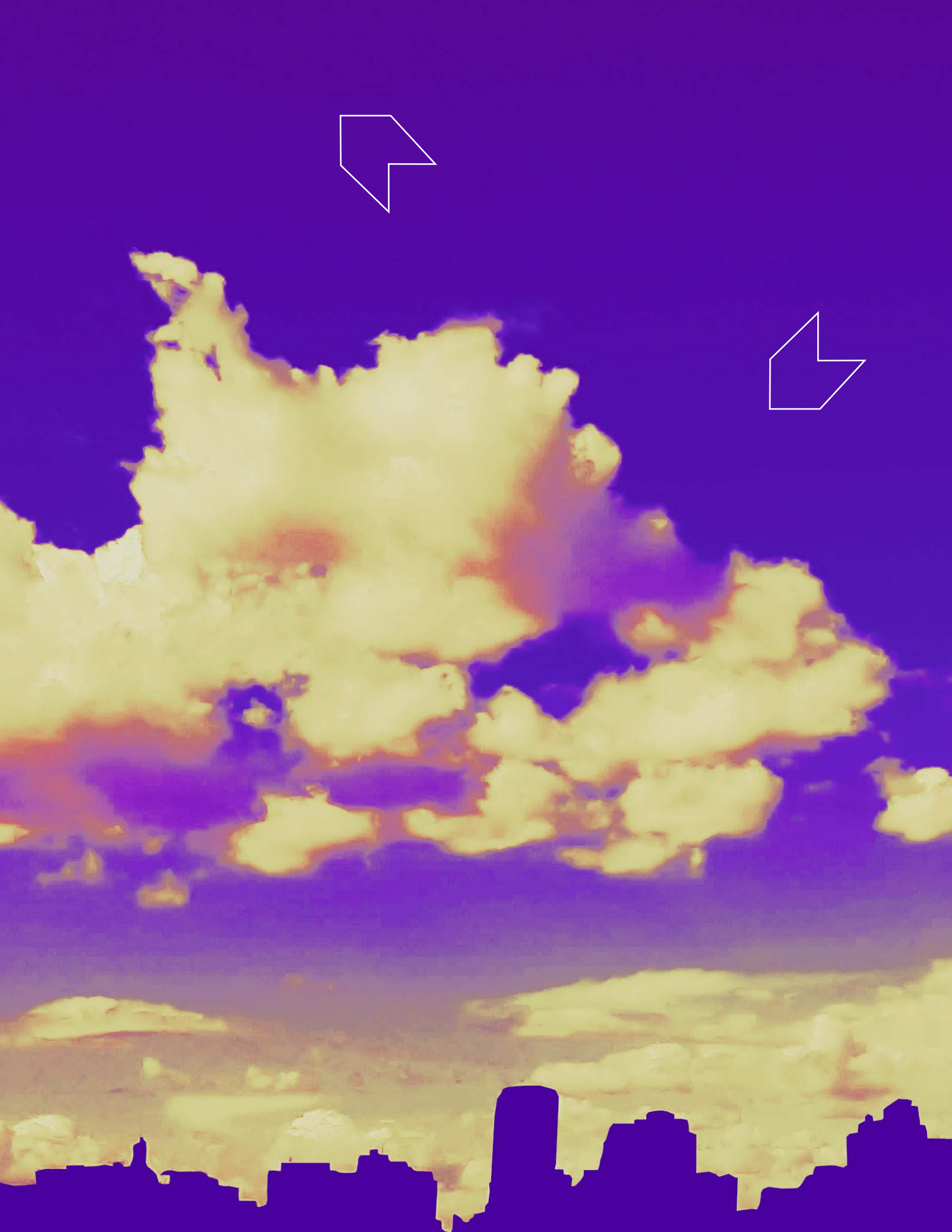


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THE SCHEDULE

SATURDAY



TIME	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM
Rivals of Aether	Bracket + Finals			RPS 🗨️							
Pokemon	Bracket + Finals										
Chess	Bracket + Finals										
Guilty Gear	Bracket				Finals 🗨️						
Tetr.io					Bracket + Finals						
Street Fighter V					Bracket					Finals 🗨️	
Project +					Bracket + Finals						
Splatoon 2					Bracket + Finals						
Tough Love Arena						Bracket + Finals					
Starcraft 2							Bracket + Finals				
Mario Kart 8 Deluxe							Bracket + Finals				
Super Smash Bros. Melee							Bracket + Finals				
Dragonball FighterZ											Bracket + Finals

THE SCHEDULE

SUNDAY



TIME	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM
Tekken 7	To Top 3			RPS	Finals						
Rocket League	To Top 3							Finals			
Super Smash Bros. Ultimate	Top 48				To Top 3			Finals			
Valorant	Valorant R1 / R2				Valorant R3 + Finals						
Soul Calibur					Bracket + Finals						
UNICLR					Bracket + Finals						
Keyma.sh								Bracket + Finals			
Street Fighter: Third Strike											Bracket + Finals



EDMONTON
REGIONAL
INNOVATION
NETWORK



THE STREAM

SATURDAY



 /ESPORTSALBERTA

Content	Start Time
Opening	11:00 AM
Micro Talk: Curved Space	11:25 AM
Keynote: Working with Owned IPs	11:40 AM
Panel: EPSB	12:10 PM
Micro Talk: Mad Devils	12:30 PM
Panel: Indies	12:45 PM
Panel: Esports	1:30 PM
RPS	2:00 PM
Guilty Gear	3:00 PM
UAlberta Awards	5:00 PM
Panel: Health and Wellness	6:00 PM
Street Fighter V	7:00 PM
Closing Ceremonies	8:45 PM

THE STREAM

SUNDAY



EDMONTON
REGIONAL
INNOVATION
NETWORK



Content	Start Time
Opening	11:00 AM
Keynote: Reflections with Mark Darrah	11:20 AM
Panel: University Programs	12:00 PM
Panel: Living and Working in Edmonton	12:45 PM
Panel: Charity in Gaming	1:45 PM
RPS	2:00 PM
Top 3: Tekken 7	3:00 PM
Panel: Mass Effect Legendary	5:00 PM
Top 3: Rocket League	5:30 PM
Top 3: Smash Ultimate	7:00 PM
Closing Ceremonies	9:15 PM



/ESPORTSALBERTA

OUR COMMUNITIES



EDMONTON FGC

The Edmonton FGC is a great community with a wide variety of games. Whether at the weekly meet ups or online lobbies and tournaments people are always willing to help each other learn or try new games. Check out facebook.com/groups/edmontonfgc/ to join today!



EDMONTON SMASH

Edmonton Smash Community is a group of Smash Bros players from Edmonton lead by the University of Alberta Smash Bros Club. If you are interested in finding out about smash tournaments in Edmonton, check out our twitter or Facebook!

twitter.com/edmontonsmash

facebook.com/groups/edmontonsmash



UOFA ESPORTS CLUB

The University of Alberta Esports Association (UAESA) is a club at the University of Alberta in Edmonton. The club is dedicated to providing a community for UofA students who are interested in competitive gaming to come together and play competitive esports together. The club was founded in 2017, and since then it has held various tournaments, and has helped the university create various collegiate-level esports teams to participate in North American esports tournaments. As of today, the UAESA is home to seven competitive teams which represent the University of Alberta, and over the years, the club has developed an overall community of over 300 members. Aside from creating an esports community within the UofA, the UAESA also aims to help expand the overall esports community within Alberta through our interactions with other organizations within Alberta, with intent of creating a stronger community for esports within Alberta.



UOFA SMASH CLUB

The Super Smash Bros. Club at the University of Alberta is a student club. Before the pandemic it ran some of the largest weekly Smash Bros tournaments with attendance regularly over 100 entrants. Our events also attract participants from Vancouver and California!



NAIT FGC

NAIT FGC is a club at Edmonton's NAIT university that gives its students a place to come together and play fighting games. Founded in the September semester start of 2019, NAIT FGC has been focused in creating a space to allow NAIT students to interact with each other via playing fighting games and to help introduce them to the larger fighting game community. NAIT FGC is a small club with 18 registered members but draws in a crowd for both NAIT students and Edmonton FGC members alike during meetups.
twitter.com/nait_fgfc
naitfgc@gmail.com



NAIT SMASH

The Super Smash Bros Club at NAIT provides a welcoming space for people to discover and compete in the game Super Smash Bros. The club hosts Edmonton's second largest weekly on Monday nights with an average attendance of 45 to 55 people a week prior to COVID-19. The unique position of the weekly meetups is that they are very welcoming to new players. For many, NAIT Smash is their first introduction to the scene. As of today, the community has grown to accommodate over +150 members and is a community favorite for new and veteran players alike.

LOOK FORWARD TO IT

SATURDAY

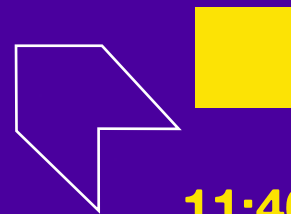
THE MAKING OF: CURVED SPACE

11:25 AM

Andrew Czarnietzki and Jen Laface from Only by Midnight join us to discuss their upcoming game Curved Space. Andrew Czarnietzki is the lead developer with over 15 years experience in the games industry. He is also a co-founder of Serious Labs. Jen Laface is part communications and part storyteller. With 10 years experience as a science fiction and fantasy writer and editor she has also served as Publisher's Assistant of Canada's longest-running science fiction and fantasy fiction magazine, On Spec.



 [onlybymidnight](#)



SATURDAY KEYNOTE: TRENT OSTER

11:40 AM

Trent Oster, a legend in the games industry with over 25 years of experience dedicated to making incredibly influential games leads us through the journey of working with owned intellectual property as well as creating your own! Among a litany of accomplishments, Trent is best known for being a co-founder of the original BioWare team, and also forming Beamdog in 2009, which he currently leads.



 [TrentOster](#)



EDMONTON PUBLIC SCHOOL BOARD: GAMING & SCHOOL

12:10 PM

Edmonton Public Schools Esports is a steering committee of teachers & coaches in the Edmonton Public School Board providing increasing esports opportunities to students. Learn more about who they are and what they are doing for students.

Alexander
Grove



Kevin
MacAlpine



Gibreal
Sawh



Corbett
Artym



Randolph
Su



THE MAKING OF: MAD DEVILS

12:30 PM

As Mad Devils gets ready to launch, Kyle Kulyk, co-founder of Itzy Interactive joins us to discuss his game and his studio. Kyle has been a key part of the developer community in Edmonton for many years and he and his team look forward to launching Mad Devils this year.

 [kyle_itzy](#)



THE WONDERFUL WORLD OF INDIE DEVS

12:45 PM

We've got a unique ecosystem here in Edmonton when it comes to indies, with several studios nearing their 20 year mark and some just beginning their journeys. Join us as we discuss the ups and downs of independent game development and welcome you to a whole new side of gaming.

 [doubleblit](#)  [gojeffcho](#)
 [JaceBoechler](#)  [ryawesome](#)



Enjoying the Edmonton Direct guidebook?

I made this!

andrewsimon.ca

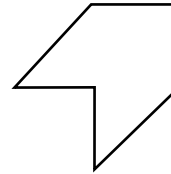
THE ALBERTA ADVANTAGE: ESPORTS

1:30 PM

Brad, Victor and Tina of AESA take a realistic up close look at Edmonton's esports historically, presently, and moving into the future. Brad and Victor bring over 15 years of experience organizing esports events in Alberta and Tina comes with a wealth of knowledge on the global scale working with companies such as G2, T1, and Panda Global.



 [ToastedBrad](#)  [VictraGG](#)  [shadowmisstep](#)



ROCK, PAPER, SCISSORS

2:00 PM



GUILTY GEAR FINALS

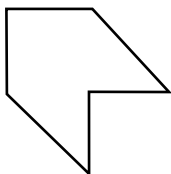
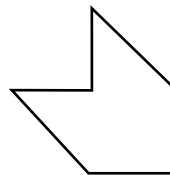
3:00 PM

Guilty Gear XX Accent Core +R (yes, that is the real name) is a popular 2D anime fighting game with highly technical and flashy gameplay. This unique title still being played nearly two decades since its original release in arcades in Japan.



Casters

 [memokarp](#)  [RaptorIIC](#)



UALBERTA CERTIFICATE IN COMPUTER GAME DEVELOPMENT AWARDS

5:00 PM

The University of Alberta's "Certificate in Computer Game Development" Awards showcases new and upcoming talent from one of our largest post-secondary institutions. Tune in to see some incredible games from teams of interdisciplinary students!



UNIVERSITY OF ALBERTA



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NETWORK

Here to build a more cohesive innovation ecosystem.

Event Sponsor



THE IMPORTANCE OF HEALTH AND WELLNESS

Jordan, from the Alberta Esports Association, along with special guests Mat and Alex from Mindbuffs, and Elyse from the Canadian Mental Health Association, sit down to discuss the importance of mental health within the context of gaming. Topics include building one's mental health vocabulary and tool-kit to self check, the importance of connection during tough times, and exploring resources that exist to reach out to.



[AletheiaVG](#)

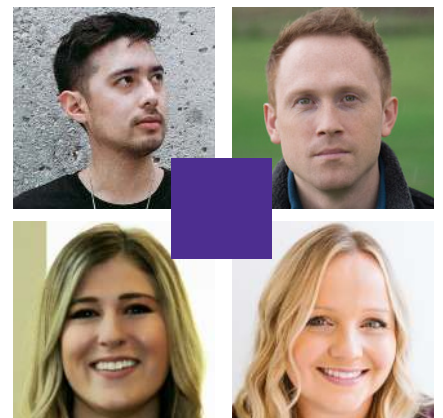


[mindbuffs](#)



[CMHAEdmonton](#)

6:00 PM



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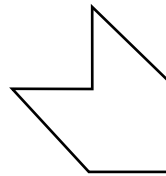
STREET FIGHTER V FINALS

7:00 PM

Street Fighter V is the latest installment of one of the most popular video games and fighting games of all time. Watch as our finalists to be the Street Fighter champion. Hadouken!

Casters

-  [Batmanhat_Casts](#)
-  [iDrawBoobs](#)



CANADA'S PLACE TO PLAY



JOIN THE ACTION

TGS.GG

titus.arts



 EDMONTON
DIRECT

LOOK FORWARD TO IT

SUNDAY

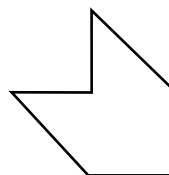
SUNDAY KEYNOTE: MARK DARRAH

11:20 AM

Mark Darrah, a veteran of the games industry with over 20 years dedicated to making some of the most beloved games of all time joins us to discuss his journey into his new series Old Game Dev Advice. Most notably, Mark is known for his work leading the Dragon Age series. Mark has had a profound impact as a masterful storyteller and leader in the games industry.



 [BioMarkDarrah](#)



THE NEXT STEP INTO GAMES: POST-SECONDARY

12:00 PM

There are multiple entries to the games industry in post-secondary, and there are options from all parts of the province. Whether you're interested in a career in esports, game development or just want to join a great community of learners, there is something for everyone at this panel!

**John
Winski**



**Dr. Sean
Gouglas**



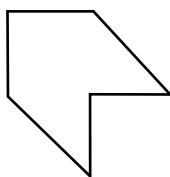
**Allyson
Cikor**



**Derek
McCurdy**



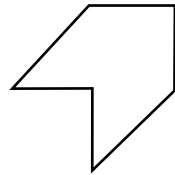
**Victor
Ly**



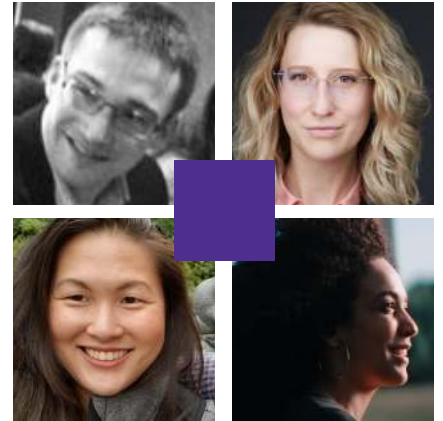
WORKING IN AAA IN EDMONTON

Wonder what it's like to live and work in Edmonton at a AAA studio? Learn the ins and outs from locals as well as folks that have joined the Edmonton community and find your new favourite hidden gem.

 [malitatus](#)  [SherylChee](#)  [velocitrina](#)



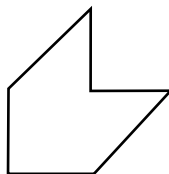
12:45 PM



GAMERS GIVING BACK TO CHARITY

Gamers have big hearts and big dreams. Join us as we chat with Extra Life Edmonton, Gamers for Groceries, and Make-A-Wish Canada as we discuss the impact that gamers have made on the charity world and the amazing community they've developed. Find out how to get involved!

 [boldwinli](#)  [yegextralife](#)  [MakeAWishCA](#)



1:45 PM



ROCK, PAPER, SCISSORS



2:00 PM

TEKKEN 7 FINALS

Tekken 7 is a fighting game focused on hand-to-hand combat in a 3D arena. Watch as the finalists punch, kick, block, side step, back dash and throw their way to victory!

Casters

 [mstr103](#)  [bigspoon49](#)



3:00 PM



CALDERA

Interactive

We are proud to support the Edmonton Screen Industries Office and the Alberta Esports Association in creating Edmonton Direct.

Caldera Interactive is an ethical game studio based out of Edmonton, Alberta, Canada. We care about our community and we care about YOU!

Follow our socials and stay tuned in the next few months to hear more about our *upcoming cooperative multiplayer game!*



 [@CalderaInteract](#)
 [@CalderaInteractive](#)
 [CalderaInteractive.com](#)

CELEBRATING MASS EFFECT: THE BELOVED SCI-FI TRILOGY

5:00 PM

The Mass Effect trilogy has been remastered into 4K Ultra HD with HDR and is available as of May 14, 2021. We join three key players from the Mass Effect development team and discuss what it took to bring Mass Effect into the modern gaming era. New and returning fans can relive the legend of Commander Shepard on today's consoles.



 [mrscmccord](#)  [bioware](#)



Edmonton

A CITY THAT RALLIES BEHIND YOU

When we plan meetings and events, we don't just go big, we go Alberta blue skies, Rocky Mountain tall, best-you've-ever-seen big. It's in our DNA. Planning an unforgettable event is a lot of hard work but making meaningful connections in Edmonton isn't. Ask us how we can help.
exploredmonton.com/meetings

EDMONTON
All in.

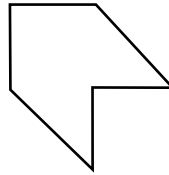
ROCKET LEAGUE FINALS

5:30 PM

Rocket League is an action-packed game of soccer, but with cars! Watch as teams of two compete in this high-powered hybrid of arcade-style soccer and vehicular mayhem.

Casters

 [pokermike190](#)  [osborne_austen](#)



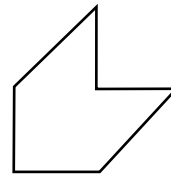
SMASH ULTIMATE FINALS

7:00 PM

Super Smash Bros Ultimate is a crossover fighting game featuring popular nintendo & video game characters. This tournament features some of the best players across Alberta and beyond, all competing for the championship title!

Casters

 [CanakrnAB](#)  [SlashNurse](#)



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Bitcoin Well is Canada's non-custodial bitcoin company. We have a network of convenient ATM locations across Canada and online solutions to help you buy and sell Bitcoin. We also have an office in Edmonton and Calgary to facilitate in-person transactions. Our customer service team is here to help you with everything from setting up a wallet to properly securing your bitcoin.



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