



**SPRINGBOARD ATLANTIC, IN COLLABORATION WITH HOLLAND COLLEGE, IS
PLEASED TO INVITE YOU TO A LUNCH AND LEARN EVENT ENTITLED**

“GETTING SERIOUS ABOUT SERIOUS GAMING”

The session will examine emerging market drivers within training and educational fields in industry sectors such as defence, security, and first response, health services, energy, and education, and potential opportunities to overcome gaps between these needs and existing products and services. The session will highlight how collaborative research, development, and engagement with partners from academia, industry, and government within the PEI ecosystem may be able to address both near-term business needs and future commercialization opportunities. The session will have a core focus on creating dedicated training applications through the use of gaming methodologies and technologies, and should be of interest to:

- *Organizations interested in enhancing training delivery in either an academic or industrial context*
- *Organizations with expertise in gaming and simulation technologies interested in developing new products and markets*

Holland College Center for Applied Science and Technology, Room 318

Prince of Wales Campus, Lower Kent St., Charlottetown, PEI

10:30 AM - 1:30 PM, January 25, 2012

Special Guest Speaker: Mr. Tim Workman, CD, MDE

Please RSVP by Jan 18, 2012 to SAMacDougall@hollandcollege.com