

3rd PROFESSIONAL CONGRESS

DAU
BARCELONA

3rd FLOOR, FÀBRICA DE CREACIÓ, FABRA I COATS
12–13 NOVEMBER, 9:30 AM – 2:00 PM
ADMISSION BY PRIOR INVITATION

BARCELONA

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3rd PROFESSIONAL CONGRESS

DAU BARCELONA



Now in its third edition, the DAU Barcelona Professional Congress continues to establish itself as a meeting point for professionals and organisations involved in the board game sector. It provides a space for discussion, reflection and networking, supporting the sector's growth and professionalisation while strengthening its recognition as a cultural industry.

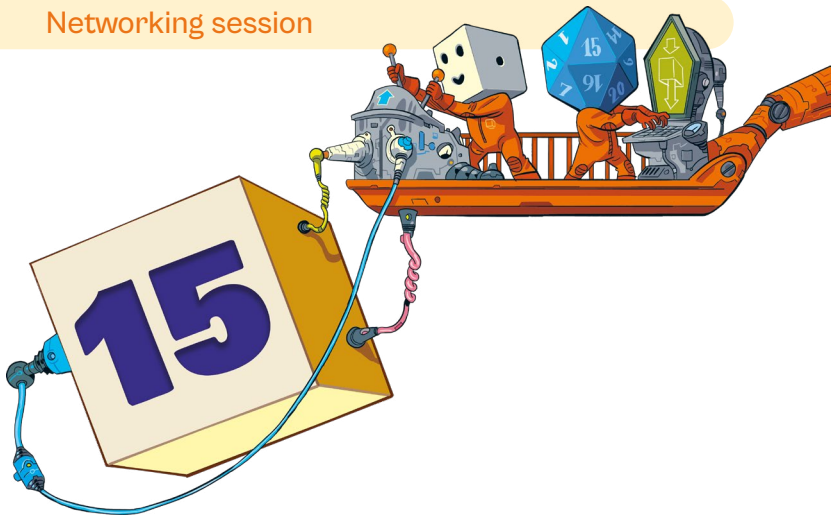
The 2026 edition features a programme structured around three main themes: Academia, Talent and Industry. These address strategic areas for the sector's development: knowledge creation and transfer, the integration of new professional talent, and the connection and international reach of the local industry, both nationally and internationally.

Taking place over two days, the programme will combine round-table discussions, talks, workshops and networking opportunities, with the aim of sharing knowledge, establishing new partnerships and advancing the sector through a cross-disciplinary and innovative approach.

Thursday 12 and Friday 13 November, 9:30 AM – 2:00 PM.
Third floor, Fàbrica de Creació, Fabra i Coats.

PROGRAMME

	THURSDAY 12 NOVEMBER	FRIDAY 13 NOVEMBER
9:30 - 10:00 am	Arrival, registration and institutional welcome	
10:00 - 10:45am	ACADEMIA **Research through play: Games as a tool for research and innovation around the world**	TALENT **The publisher's perspective: What talent does the board game industry need?**
11:00 - 11:45am	ACADEMIA **Beyond: El potencial del joc com a eina de transformació social**	TALENT **Getting into the game: The professions behind every board game**
11:45 - 12:00am	Coffee break	
12:00 - 12:45am	INDUSTRY **What do we know about board game players? A new overview of the industry, its audiences and how board games are used**	INDUSTRY **From screen to tabletop: IP and licensing in the board game industry**
13:00 - 13:45am	ACADEMIA **What happens when we play? Board games through the lens of psychology and research**	INDUSTRY **Europe looks to Asia The Japanese board game market: trends, industry and opportunities**
13:45 - 14:00am	Networking session	



ACADEMIA

RESEARCH THROUGH PLAY

Thursday 10:00 AM International case studies in applied research, Dr. Belén Moreno

Games as a tool for research and innovation around the world

What happens when games move beyond being objects of study and become tools for research, experimentation and finding new solutions?

Dr. Belén Moreno Garrido presents an **overview of the main current research areas** in board game studies and explores the future directions of tabletop game research in the coming years, with examples of projects that apply games in fields such as education, healthcare, and risk management.

An opportunity to learn about experiences that go beyond the traditional uses of board games and **explore their potential as tools for applied research**, with results and applications that connect academia with society.



Dra. Belén Moreno · Marketing, Communication, and Strategy

An executive-level professional specializing in marketing, communication, and digital strategy, with over 15 years of experience in B2B and B2C environments. An expert in business development and international brand management, with a proven track record in leading multicultural teams and digital transformation projects–including the launch of e-commerce platforms and the establishment of global strategic alliances. Holds a PhD in Communication and possesses an analytical, results-oriented mindset.

BEYOND THE GAME

Thursday 11:00 AM Round-table discussion: D. Expósito, J. Iriarte and N. Blanch

The potential of games as a tool for social transformation

Can a board game change the way we see the world? Can it help us understand complex realities, challenge prejudices and develop new perspectives?

Using *Refugio*, a cooperative game that invites players to experience the difficulties of a migration journey and reflect on human rights, this round-table discussion will explore the potential of games beyond entertainment.

Featuring the game's creator and two experts in psychology, research and the application of games, the discussion will examine **how playful experiences can become tools for learning, awareness-raising and social transformation**. It will also address the challenges of designing games that tackle sensitive issues, the role of emotions and empathy, and the real possibilities of creating impact through play.



David Expósito · Social worker and serious game designer

Creator of *Refugio*. According to the Bridge model, he describes himself as a combination of Earth and Fire: methodical, rigorous and with plenty of energy to drive new projects forward.



Julia Iriarte · Social psychologist and game specialist

A social psychologist specialising in games, trainer at *Ludia Asesoras*, contributor to *Bebé a Mordor*, and founder and president of Asociación Ludiversia. She has co-authored books on the use of games as learning tools and designed numerous games and educational resources.



Noemí Blanch · Psychologist specialising in equality and the power of play

Psychologist, university lecturer and specialist in gamification and game-based learning. She explores the potential of games as educational tools and instruments for social transformation, incorporating a critical and feminist perspective. She is co-creator of the *Play Like a Pank* podcast, which explores gaming culture from a gender perspective.



Moderator: Anna López, Director of DAU Barcelona and Cluster Manager of KID'S CLUSTER.

WHAT HAPPENS WHEN WE PLAY?

Thursday 1:00 PM Talk: Núria Guzmán

Board games through the lens of psychology and research

What happens in our brains when we play? How do games influence the way we think, interact and make decisions? And what does research tell us about the psychological processes activated during a game?

This talk offers a **scientific perspective on board games**, exploring the cognitive, emotional and social mechanisms involved in the gaming experience. From decision-making to interaction with other players, we will discover how psychology can help us better understand what happens when we play and what we can learn from these experiences.

An opportunity to **bring research closer to industry professionals and reflect on the potential of games as objects of study and sources of knowledge about human behaviour**.



Núria Guzmán · Psychologist and President of AFIM21

Psychologist specialising in educational neuropsychology and the application of board games to cognitive, emotional and social development. She is the founder and president of AFIM21, a pioneering organisation in the use of games as tools for socio-educational intervention. She has participated in research projects on the cognitive benefits of board games and co-authored scientific publications on the subject.



TALENT

THE PUBLISHER'S PERSPECTIVE

Friday 10:00 AM Round-table discussion: P. Villar, I. Zapata and I. Gallardo

What talent does the board game industry need?

What professional profiles does the board game industry need today? What skills do publishers value, and how are relationships between companies, creators and other industry professionals evolving?

This round-table discussion will bring together **different perspectives from board game publishing and design** to examine how talent is identified, selected and integrated into the industry, and which professional roles are involved in the different stages of game development and commercialisation.

Drawing on the participants' experiences, we will explore recruitment processes, the most valued skills, forms of collaboration and the challenges faced by both publishers and professionals.

An opportunity to **gain first-hand insight into how creative teams are built and how the demand for talent** is evolving in an increasingly diverse and specialised industry.



Pabblo Villar · Chief Commercial Officer at Tranjis Games

In my role at Tranjis Games, I combine my fascination with storytelling with marketing and business development, working as part of a team to help these ideas cross borders and find their place at the table.



Iolanda Zapata · Brain Picnic

A professional with extensive experience in the board game industry. She has worked at Old Teddy's Company (HABA), Zacatrus and Brain Picnic, combining publishing experience with game communication and the educational applications of play.



Inma Gallardo · President of Asociación LUDO

Board game designer, illustrator and graphic designer. She has chaired Asociación LUDO since 2019, promoting professional recognition for board game creators and designers.

GETTING INTO THE GAME

Friday 11:00 AM Conversation exploring two success stories: D. Esbrí and S. Santisteban

The professions behind every board game

What lies behind a board game that crosses borders and becomes an international success? Which people, professions and decisions make that journey possible?

Through two success stories, *The White Castle* by Devir and *Virus!* by Tranjis Games, this session invites us to **discover the creative, publishing and commercial processes** that have helped turn these games into industry benchmarks.

From the original idea to development, illustration, design, production and international marketing strategy, the people behind these games will share their experiences, challenges and key decisions throughout the process.

An inside look at two projects with different trajectories, offering insight into **how a publishing success is built** and the wide range of professionals and skills involved along the way.



David Esbrí · Editor at Devir

Editor and board game industry professional with extensive experience in illustration, creative direction and publishing development. He has been part of Devir since 2016, working on the company's in-house game production line.



Santi Santisteban · Co-founder and CEO of Tranjis Games

Technical engineer in industrial design, co-founder and CEO of Tranjis Games. He is co-creator of *Virus!*, one of the biggest international successes in Spanish board gaming, with more than three million copies sold. He promotes the creation, development and publication of board games.



Moderator: Anna López, Director of DAU Barcelona and Cluster Manager of KID'S CLUSTER.

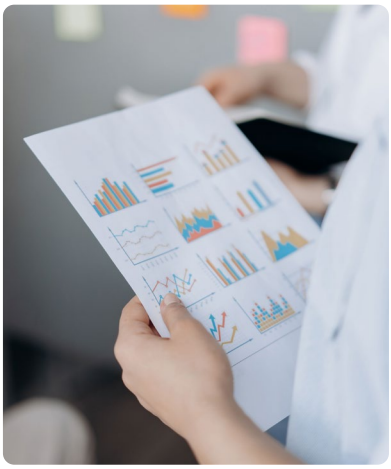
INDUSTRY

WHAT DO WE KNOW ABOUT BOARD GAME PLAYERS?

Thursday 12:00 PM Presentation of an industry study: ATREVIA and Anna López

A new overview of the industry, its audiences and how board games are used

Who plays board games? How, where and why do we play? And how well do we really understand the sector's audiences and consumer habits?



At DAU PRO, **we will present the findings of a new study** developed with ATREVIA, offering an overview of the board game industry, its audiences and the ways games are used in different contexts and settings.

The session will explore data on player profiles, habits, behaviours and trends, providing insights that go beyond the industry's usual assumptions.

An opportunity to **better understand the market, identify challenges and opportunities**, and gain new insights to help publishers, professionals and other industry stakeholders make more informed decisions.

FROM SCREEN TO TABLETOP

Friday 12:00 PM Round-table discussion: D. López, A. Puig and M. Meseguer

IP and licensing in the board game industry

What happens when a character, television series or audiovisual universe becomes a board game? What business opportunities emerge, and what challenges arise when transforming intellectual property into a gaming experience?

This session will explore the **world of licensing** from the perspectives of rights holders, content creators and publishers who turn these properties into new products.

Drawing on the participants' experiences, we will **examine how these partnerships are built**, what criteria guide the selection of a licence, and how brand requirements are balanced with creativity, publishing development and audience expectations.

A **practical look at the opportunities created by connecting board games with other cultural industries** to reach new audiences, diversify catalogues and explore new business opportunities.



Daniel López Braña · Head of Licensing and Merchandising at CCMA

An audiovisual industry professional with more than twenty years of experience. He has led children's and youth content at TV3 and was the driving force behind, and director of, the Super3 channel. Throughout his career, he has contributed to the development of children's brands and fictional universes such as *El Mic*, *La família del Super3* and *Una mà de contes*.



Alba Puig Romañach · Editorial Director at Editorial Mediterrània

Specialises in children's and family publications related to art, culture and heritage. She leads publishing projects that connect cultural content with new formats and playful experiences, such as *Terrassa pam a pam*, a board game developed under her direction.



Maica Meseguer i Espada · 3Cat Scriptwriter and Children's Author

Scriptwriter specialising in children's audiovisual content, particularly the 3Cat programme *Mic*, for which she has written numerous stories and songs. She is also the author of books featuring the popular character and a contributor to children's magazines such as *El Tatano*, combining audiovisual creation with literature for young children.



Moderator: Anna López, Director of DAU Barcelona and Cluster Manager of KID'S CLUSTER.

EUROPE LOOKS TO ASIA

Friday 1:00 PM Talk: Ken Suzuki (Arclight Games / Game Market Tokyo)

The Japanese board game market: trends, industry and opportunities

How does the board game industry work in Japan? What makes this market unique, and what can we learn from the way games are created, published and marketed there?

Together with Ken Suzuki, a professional at Arclight Games and member of the organising team of Tokyo Game Market, **we will explore one of the world's most interesting board game scenes**. The session will examine the **characteristics of the Japanese market**, emerging **trends**, the **role of independent creators** and the relationships between publishers, distributors and audiences.

An opportunity to **broaden our understanding of the international industry**, discover new business models and **explore opportunities for collaboration and exchange between the European and Asian markets**.



Ken Suzuki · International Business Strategy, Arclight Games / Game Market Tokyo

A business strategy professional at Arclight, Inc., one of Japan's leading boardgame companies, responsible for strategic planning across the entire board game business, as well as product planning and production for titles such as *Railway Boom*. Also serves as the chief organizer of Game Market, Japan's largest board game event.



15th BOARD GAME FESTIVAL

DAU BARCELONA

FABRA I COATS
12 – 15 NOVEMBER
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