STEAM®

# All About
# Next Fest

# Welcome!

**We are Kaci & Ria.**
**We work on Steam.**

# A Quick Overview of Next Fest

# Next Fest is

- A Steam event celebrating **unreleased games** with demos

- Three times a year **(February, June, October)**

# What do developers get out of it?

- **Feedback** on your demo

- **Eyeballs & wishlists** on your game

- **Marketing** opportunity

# A Next Fest History

- Launched as Steam Game Festival in 2019

- Designed to highlight upcoming games via demos

- Renamed to Next Fest after realizing that was a much better description ☺

# Why did we start Next Fest?

Developers were telling us

- It was hard to get attention on new upcoming games

- They weren't getting enough feedback on their demos

# Our goals for Next Fest

- Connect demos with customers who will love them
- Give every game opportunities to shine
- Help developers get feedback on their demos

# NEXT FEST

**A CELEBRATION OF UPCOMING GAMES**

FEB 24 - MAR 3
AT 10 AM PACIFIC

## Explore Next Fest by genre

Action    Adventure    Strategy    Simulation    RPG

Puzzle    Sports    Racing    Platformer    Visual Novel

# What's next for Next Fest? *(See what we did there)*

# What's next for us today?

# Q&A!

# Common
# Questions

# Am I eligible for Next Fest?

Probably! The requirements:

- Live Coming Soon page
- Playable demo
- Release date after Next Fest

# Any common gotchas I should be aware of?

1. Build Review for your demo is not instant!

2. Release your demo a few minutes early.

# What should I do to prepare for Next Fest?

1. Check your tags
2. Check your store page
3. Check your demo
4. Have a place for people to give feedback!

# How can I be more visible in Next Fest?

There is no paid placement anywhere on Steam, and that includes Next Fest.

That means you should focus on things that make your game more attractive to potential customers.

## *Any advice on how to make the most of Next Fest?*

- Give customers a place to talk – to each other and to you
- Patch bugs!
- Learn from feedback

# Can I update my build after passing build review?

YES. Please do, especially to patch bugs!

# How does the Press Preview work?

- Press get a sneak peek into participants
- They can access whatever demos are already public
- An opportunity for press to draft articles early

# How long should my demo be?

## Depends on the kind of game you're making.



Popular user-defined tags for this product:
Card Game | Roguelike Deckbuilder | Roguelike | +

**VS**

Popular user-defined tags for this product:
Adventure | Narrative | Mystery | Sci-fi | Puzzle | +

## *Do I need to do anything else other than join and post a demo?*

Technically, no. But use this as an opportunity to talk about your game

- Online (social media, influencers, press)
- With your community (Reddit, Discord, etc.)
- On Steam (patch notes, announcements)

# *Am I ready for Next Fest?*

Ask yourself

- Am I happy with the current state of my game?
- Am I ready for feedback?
- Do I have a good demo that represents my game?
- Do I have time to join Next Fest?!

# Reference Links