THE NEW GUYS

Matt Braynard to Lead Gamaste Conversession on Audience Risk Before Release

Interactive September 24 session will help game teams identify gaps between creative intent and player expectations before a public reveal

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WASHINGTON, Sept. 22, 2026. The New Guys, a narrative and audience-risk consultancy for the video game industry, today announced that founding partner Matt Braynard will lead an interactive Gamaste Conversession on Thursday, Sept. 24, from 5:30 to 6:30 p.m. CEST, or 11:30 a.m. to 12:30 p.m. EDT.

The session, “Before the Reveal: Will Players See the Game You Think You're Making?”, will examine whether the game a studio intends to make is the game players expect to experience. Participants will identify gaps in audience promise, narrative, dialogue, and positioning; weigh possible changes; and work through a practical revision exercise.

The session will also distinguish risks from missed opportunities. Participants will leave with a checklist for deciding what to improve, what to preserve, and what to test before the next reveal.

> *“Studios know the game they intend to make, but audiences can only respond to the promises conveyed by the story, characters, dialogue, and marketing,” said Braynard. “This session is about finding any gap before the reveal, while teams still have practical choices about what to clarify, strengthen, or test.”*

The Conversession reflects The New Guys' approach to pre-release review. The firm helps publishers, studios, and investors assess audience promise fit, player-fantasy integrity, franchise continuity, message density, character appeal, representation execution, creator-market vulnerability, marketing copy risk, and revision feasibility before major creative or commercial decisions are locked.

The event is free for members of the Gamaste Community Discord. To join the community and attend the session, use the **Gamaste community sign-up form**. More information about the Conversession series is available at gamaste.net/conversession.

For more information about The New Guys, visit **thenewguys.gg**.

About The New Guys

The New Guys is a narrative and audience-risk consultancy for the video game industry. The firm helps publishers, studios, and investors identify avoidable creative, marketing, community, and audience-reception risks before a game, campaign, or major update is locked. Its work is confidential, commercially focused, and designed to support better pre-release decisions.