

# LET'S PLAY!

## GAMIFICATION #TOPTIPS

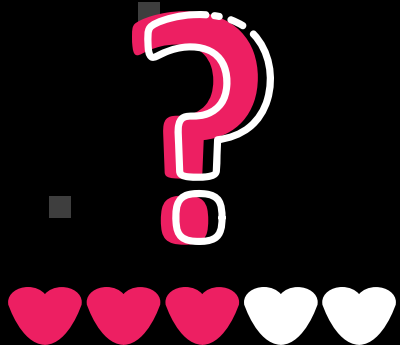


### TIP #1 OBJECTIVES

MAKE SURE YOU UNDERSTAND WHAT YOUR OBJECTIVE IS OF YOUR EVENT & GAMIFY IT!

ASK YOURSELF THE QUESTION, WHAT ARE YOU TRYING TO DO WITH YOUR EVENT?

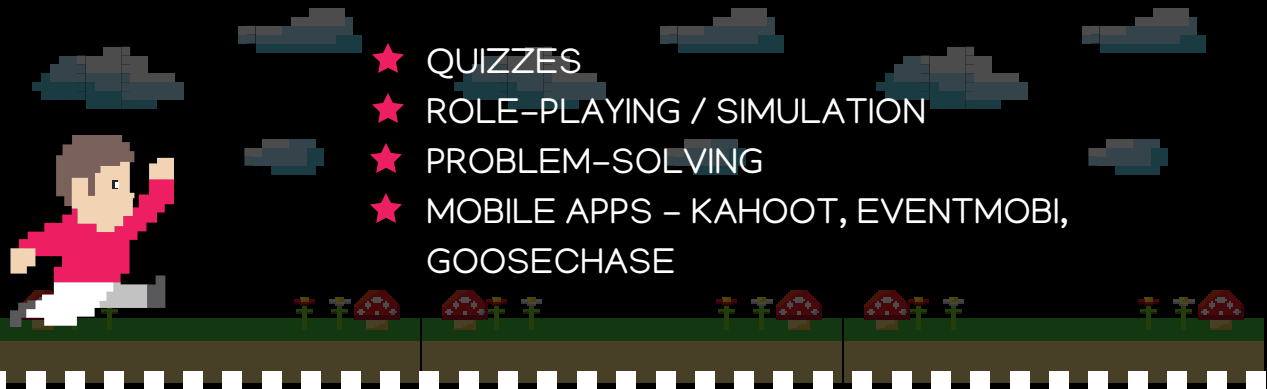
- ★ ARE YOU EDUCATING YOUR ATTENDEES ABOUT A TOPIC?
- ★ DO YOU WANT TO FACILITATE NETWORKING?
- ★ ARE YOU GUIDING ATTENDEES AROUND YOUR EVENT?



### TIP #2 MECHANICS

WHAT ACTIONS ARE IN PLACE TO ACHIEVE THE OVERALL OBJECTIVE?

MECHANICS ARE A SET OF RULES AND METHODS SPECIFICALLY DESIGNED FOR THE ATTENDEE TO INTERACT WITH.



- ★ QUIZZES
- ★ ROLE-PLAYING / SIMULATION
- ★ PROBLEM-SOLVING
- ★ MOBILE APPS - KAHOOT, EVENTMOBI, GOOSECHASE

### TIP #3 REWARDS

HOW WILL YOU MOTIVATE ATTENDEES TO PARTICIPATE?

EVERYONE LOVES A HEALTHY DOSE OF COMPETITION, A BIT OF A CHALLENGE, AND A END-GAME REWARD.

- ★ IMPLEMENT LEADERBOARDS
- ★ HAVE A SELECTION OF PRIZES
- ★ CREATE BADGES FOR ATTENDEE NAMETAGS

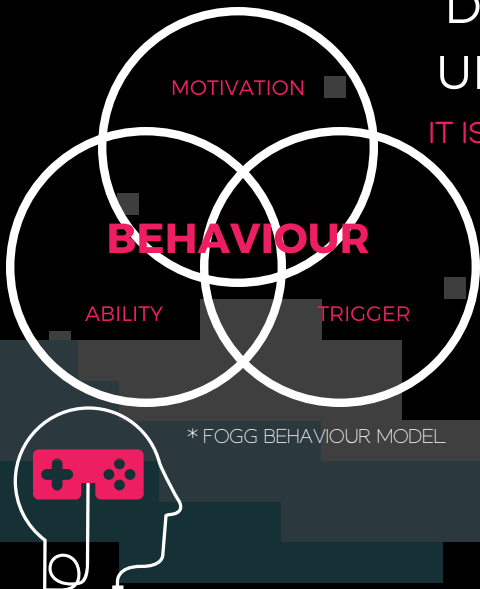


### BOSS TIP YOUR PLAYERS

DO YOUR PLAYERS HAVE THE THREE UNDERLYING BEHAVIORAL FACTORS?

IT IS IMPORTANT TO KNOW WHO YOUR PLAYERS ARE IN ORDER TO GET THEM TO CARRY OUT THE ACTIONS

- ★ DO THEY HAVE THE MOTIVATION TO TAKE PART IN THE ACTIVITIES?
- ★ DO THEY HAVE THE ABILITY TO CARRY OUT THE ACTIONS?
- ★ DO THEY HAVE A TRIGGER TO PROMPT THEM TO PERFORM THE ACTION



KEEP IT SIMPLE

KEEP IT FUN

KEEP IT ENGAGING

# START