Welcome to GamiCon 2018. The very first gamification conference for learning and development.

Your mission is work with everyone to create a document with as much feedback from everyone as possible.

Leave us your expectations in a comment here.
An EPIC adventure that will be remembered for years.
But he’ll remember, with advantages,
What feats he did that day.
Then shall our names,
Familiar in his mouth as household words—
...Be in their flowing cups freshly rememb’red.
This story shall the good man teach his son;
...From this day to the ending of the world,

But we in it shall be rememberèd—
We few, we happy few, we band of brothers;
For he to-day that sheds his blood with me
Shall be my brother; be he ne’er so vile,
This day shall gentle his condition;

And gentlemen in England now a-bed
Shall think themselves accurs’d they were not here,
And hold their manhoods cheap whiles any speaks
That fought with us upon GamiCon’s day.

After this event, I plan to leave with the knowledge and skills that I need to gsmify my training and increase learner engagement and retention.

Looking forward to meet, (re)connect en be inspired everyone at gamincon2k18 Love to see how you are using (or want to use) gamification in learning and development

I hope to gain skills and relationships that I can take back with me with to Seattle. Working for a hospital system has its challenges and rewards. I want to learn fun engaging ways to reach these types of learners.

My expectation for this conference is to learn/become aware of new gamification techniques. Specifically, how to incorporate gamification into change management.

I’m really looking forward to this experience— to continue our quest to make training more engaging, memorable and applicable to lifelong learning and development.

I want to explore scenario-based learning with video, I also hope to learn the basics of gamification for elearning development.

I am hoping to find new and exciting ways to utilize gamification for adult learners. I am curious to see how well adult learners interacted with the concepts, and if they were happy with the results.

I expect to learn a lot about new innovations in Gamification, bring the ideas home, and implement them with our clients to create the best eLearning possible for learners! I expect to meet some amazing people across the industry and capture their knowledge, share my knowledge, and expand our online learning world.

Yesterday, I saw a lot of what has been done in the gamification space. Today, I hope to see more of the hows of getting started.
Gamicon: Let’s make it the most engaging conference in gamification ever! We have the opportunity to collaborate, exchange ideas, and learn from each other to truly create a body of knowledge that can turn into a best practices documentation.

Enjoy learning from people and about the projects people are doing. Sharing with fellow experts and learning from them. Networking

I expect to have my head so full of new ideas that it will take me until the next Gamicon to finish processing it all. And I hope that I inspire at least one person to try something new based on what I share with them.

My expectations are to meet amazing people, listen to what they have done and even better what they plan to do. I expect to learn more about gamification from those attending and those presenting. I also expect to have FUN!

I hope to learn where and how I can add gamification to some of our L & D programs and in what situations would they be most effective.

I came with the expectation to hear about many different things that people are doing to apply gamification to education and talk about the things that I've been doing. I believe it will be a great opportunity to expand my ideas on gameful education by collecting information from the experiences of others.

My mission in life is to connect people to each other and opportunities while I enjoy the journey & the friends I make along the way … this is a perfect place to do just that? I'm excited to spend time in Chicago and with my partners learning more ways to implement play into learning! #gamicon2k18

I am very interested in finding out more about this event and all the new innovative tools and ideas there are out in the world

I am expecting to hear interesting perspectives on how gamified learning has been implemented, what issues have been faced and whether they could be overcome or ongoing.

I can’t wait to make as many connections as possible. I want to get out of the rut of creating the same training over and over.

I’m looking forward to learning from a broad group of industry professionals! Specifically, I’m curious to explore how we can advance the content-side of gamified training (story, theme, etc.) in addition to the more structural side of gamification (badging, leveling, etc.). Eager to meet many fellow designers and trainers and exchange ideas!

I hope to leave excited, empowered and capable of increasing gamification elements in university course design… and I plan to have some fun along the way!

I am hoping to meet the amazing participants from this conference and learn from them and the speakers. And of course have a great time!

Looking forward to a fun environment where I can learn and take back amazing ideas to help transform our learning experiences for the social services field.

Looking for solutions that blow the minds of the 24k I am responsible for developing learning for! If I walk away with ideas and tools I’ll feel this was worth the trip.

My expectations are to see, hear, absorb and learn a lot to take back to my organization and have fun!

Expecting impressive conference with different experience from Gamification experts and innovation
ideas and learning more about how to design Gamification in learning and development.

My main expectations are: knowing interesting people, finding partners for future projects, learn a lot and have “gamifun”. I’m sure this is going to be one of the most inspiring experiences in my life.

Ready and open to the learning opportunity. Being a part of the DoD, we don’t often get the chance to collaborate with private sector. Overwhelming! Amazing what’s happening in the world of gamification!

As someone who works in finance, I’m looking forward to learning more about gamification and how it can be applied in various different ways. Understand how to implement gaming into our learning tool kit effectively. What should we consider when embarking on the new adventure.

I hope to find outside of the box ideas on how the military can train. I expect to see things I never would have thought of without this conference.

Learn all the things! How do I start gamification, how do I sell it to management, how do I use it for highly technical training?

I am hoping to learn through this conference different ways and methods for continued user engagement. Through personalized gaming experiences and clearly conveying the message/information the user ultimately needs.

Looking forward to, in the words of The Beach Boys, fun, fun, fun!!!! My brain cells can’t wait to be stimulated!

I expect to be inspired and excited to connect with others who are passionate about games and gamification.

I’m curious about the contexts and approaches others have taken when using gamification for learning.

I’d like to leave with a better understanding of the applications of gamification elements in learning/edx and the new trends.

I’m expecting to be challenged, do things outside my comfort zone, and have fun. I’m also expecting to pick up some new ideas that I might use in my courses.

I expect to learn about new and exciting programs and techniques being used to develop engaging learning programs for young adults.

To gain insight into innovations in gamification in elearning. To learn about how to make better interactions in our courses.

I want a better understanding of gamification and how to best understand the advantages and potential resistance you may face implementing it.

I’m hoping to learn from as many people as possible and explore new ways of developing people to drive their business creatively. I hope to take these ideas back to my team and energize them with fresh thought!

My expectations for this conference include networking with some of the coolest people in the industry, having glorious conversations on inspiring new topics, and moving my career forward in a positive direction.

Seems like a lot of this year’s info assumes people are entering the field new to the idea of gamified learning. I’d really like to see more from the people who have been doing this for a while on any hard links they’ve found between engaging with the gamified content and retention. In other words, what
are they seeing in terms of concrete returns on investment?

“I loved it”. “Thank you for introducing me to ClassCraft” ”I liked Jonathan’s opening 20 min talk” ”we were last in the Geoteaming leaderboard and I helped lead a charge to get our team into 3rd place!”

I look forward for amazing surprises at GamiCon 2018! I am also excited for being able to share my gamification ideas and concepts with the audience through my project!

I am looking to learn new and innovative ways to improve my training through gamification. I am also looking to make great connections!
Defining Moments to Create Meaningful Learning Experiences

Challenge conventional assumptions and expand your L&D goals to make your learning experiences more meaningful

Share your thoughts on Monica’s Keynote!

Inspiring talk about defining moments. We all have them and should use them in our storytelling, to inspire those around us.

Stretching for insight and always reaching for more. This is something that we should be doing on a regular basis to ensure we are growing both personally and professionally.

Interesting mindset to utilize when designing meaningful training for individuals. I hope to be able to incorporate defining moments into company training.


Super inspiring! A great opening that encouraged us to be more insightful and to stretch farther than our comfort zone!

I love the concept of looking at life and learning through moments, and working to create more! thanks for sharing, Monica!

Interesting that not all “defining moments” are positive ones. The peaks and valleys provide perspective. The time between them becomes life’s journey.

Really inspiring and great principles to provide motivation in everything that we do!! A great reminder about remaining humble and to keep learning.

So many great challenges thrown down by Monica. How will you make a memorable moment for your learners? How are you breaking the script of traditional learning? How are you capturing your learners at their best? Just when you think you have stretched as far as you can, stretch a little more.

Loved the quote from the Heath brothers’ book The Power of Moments — “Beware the soul-sucking
force of reasonableness.”

Monica is helping me think out of the box. This whole conference is helping me think of how to create defining moments for our learners at our company.

Thank you for the introduction to the day and the invitation for everyone to stretch their ideas and consider new ways to do what we’ve been already doing. Without this mindset, there’s no innovation.

You rocked it – Elevate, Insight, Connection? Chip & Dan Heath – Switch pg 63 “Don’t let the soul sucking force of reasonableness suck you’d dreams away”

Great intro! Really enjoyed the quote from Chip and Dan Heath. Always love their work. Thanks for bringing them back to the forefront.

I found Monica’s explanation of a “Defining Moment” quite powerful... perhaps a defining moment for me! This conference is definitely a “peak” for me.

Monica is fabulous, energetic and inspiring! Love her “watch out for soul suckers” I happen to realistic at times. Also could not agree more with “create defining moments” in our role we should be considering this every day.

That gentleman counting ceiling tiles was my defining moment! Monica Cornetti.

Defining moments change the way we perceive our lives, it is when the script is broken.

Basically don’t be soulless! Lol I’m fighting the corporate beast every day! One game and one challenge at a time! Battle on!
Loved Monica’s comment on her valley in training. This experience happen to me as well and it is good to know that it was not my facilitation skills but rather finding out why the learner was in the class and how to create small moments for the learner.

So many amazing quotes and I loved get perspective. Great way to start the conference. I loved that nothing relevant happens singularly.

Avoid soul sucking reason and find meaning in peaks AND valleys. I appreciate your excitement! What a great conference you’ve built. I thought it was informative and a good way to energize the group especially in the morning. Helped set the stage for the day.

When we experience a defining moment there is power for learning. Look at what is there when something happens. #definingmoments

Excellent job Monica. Focusig on the moments is key! It helps to create those a-ha moments which can change behavior.

Awesome and engaging! I especially liked your statement about ‘soul-sucking reason’. I will keep that concept with me for sure.

Defining Moments is a smart concept to hold our training efforts accountable to. I’m raising my hand higher now than I did before...!

Trying to embrace that stretching = learning for this weekend... and admit that I still don’t know where north is!

Monica brings a wealth of experience including being the number one Gamification guru in the uk and being the keynote speaker at the North American Gaming And Simulation Association.

I love the thought that the smallest things and the least expected can change the trajectory of your training.

Problem definition through research. Once problem is identified, define possible solutions.

Standardize, Segment, Personalize, Automate, Recognize, Exotic expeditions, Blue rabbit, self-service.

October 7th - 8th, 2018
What’d y’all say? Using Gamification to Support Accent Training for ESL Students

This presentation shares insights from a training that will be used to build language competency of more than 3,000 learners in 5 countries. Creating and conducting training for language, accent, and dialect training traditionally uses basic written assessments to evaluate learner competency. But the model proposed in this presentation provides a more engaging and real-life framework in which the ‘assessment’ more closely mimics the day-to-day experience of the learner. It leverages a variety of game elements to reinforce the learning objectives and to encourage the learner to continually tackle more challenging exercises.

Share teachings from Chuck’s talk!
“Chuck helped me think start thinking about how to formulate ideas on gamifying training we think might not be gamifiable. Is that a word???”

What a great idea! Using Alexa skills to get learners engaged and hear different things related to the learning (i.e. hearing a New York accent). Great talk!

What a great way to start the day! Chuck was energetic and I love how he staged the kidnapping as a way to really bring his game to life!

I loved this talk. It would be interesting to see how this expands to other languages. I would love to be able to learn how to talk like New Yorker.

Great presentation! Alexa has such an amazing potential. Looking forward to seeing more implementation using Alexa. Also Alexa can be used for gamification—looking forward to project of this nature.

Great reminders to not miss out on using the power of story and to find ways to connect people to the content in the ways they will be using it. Also, don’t miss out on giving your learners examples of the real thing rather than just explaining things to them. Actually hearing different voices with different accents could never have been trained by explaining accents to the learners.

I liked the great example of how to use gamification to structure training around activities similar to
what people really have to do on their job. It's a much more practical and effective way of teaching than just lectures disconnected from practice.

Love Alexa and Amazon. You make my life SO easy!! I now know how you create such a great customer experience and as a frequent shopper you are enhancing my life with Gamified Learning. #gambaricon2k18

Loved how assessment mirrored actual daily work of learners. Addresses the major issue of most training knowledge checks, which is most daily work problems can’t be sorted into four multiple choice answers.

Model asks learners what they need. It takes a culturally relevant and meaningful approach. A story carries the theme throughout the training modules. The connection is to content and people.

I didn’t get to see this presentation but what I can tell of Chuck it was probably entertaining and enlightening

Putting together a story or theme that is actually culturally sensitive to the situation you are representing. Vishnu at Amazon is the perfect example.

Fascinating! We want to introduce Alexa to learning and have been exploring the possibilities. I love how you incorporated the technology into the learning and made it entertaining as well!

The presentation was brilliant and using Alexa to have the participants listen to the accents was amazing. Enjoyed the visuals.

Communication is a key element of teamwork. The increase of efficiency using accent improving was amazing. Very creative presentation. I will remember it. Congratulations.

Language training is critical to my organization’s mission success. Chuck’s tool has wide application in our setting; quick, comprehensive and delivered just in time. I’m curious how this tool will grow and be applied in the future, both in private and public sector.

Learning the behinds the scenes of how chuck was able to use real people and a tech interface to gamify something that has real word application to the users job was informative and interesting.

Creating an environment where the main character matters to the learner. The game is fun but creates the output similar to what it was like on the job. By creating this program decreased ILT class 6 hrs to 30 minutes of learning.

#alexastop I loved this. I wonder how this can go with text to speech. But the game seemed so helpful for employees.

What a great idea, to teach Alexa the history behind the variety of accents in American English. A very rapid deep dive into the accent, with great examples- for those of us that don’t watch Jersey Shore. Knowing why helps to know what.

It was informative in the story he builds around the course. I thought it was great they identified the issue and by finding the solution they also developed a new idea for their products.

Love the story and the leveraging of Alexa. Would like to know why they need to differentiate the accents. Is it so they better understand what people are saying, or to
connect with people and build relationships?
What are they doing with the skill?

I don't know what could top Alexa's demonstration on accents. That was incredible! It was thinking how I could use it as a Khan Academy tutorial at home to tutor my daughter in her favorite language, Japanese. I will test it out when I get home.

Chucks talk was engaging and taught lots of good info about how different accents impact Amazon workers around the globe. This is an example of how gamification can help a cutting edge challenge around the globe.

Thanks for demonstrating that the story increases retention: a great reminder! Your Amazon accent training is fascinating~I'll remember this going forward.

This was very cool. I'm very much looking forward to playing with Alexa's new accent info! Definitely need cultural relevance like what Chuck showed here.

The story used throughout the training is addicting and draws the learner in. I love the use of an effective story.
You Can't Gamify That! Gamification Where No One Has Gone Before

You’ll be inspired to experiment with gamification in learning environments that remain relatively untouched by gamification when you hear Egan and Perisault’s experiences creating, designing, and running a gamified online introductory humanities course. They will share creative, fun, and sometimes unorthodox learning tools they developed for various educational settings. You’ll learn how to transform a course into an immersive experience through story narrative, to conduct audience analysis and create personas to pinpoint motivators, to choose the most effective game mechanics for what you are designing, and to leverage prototyping and playtesting to make design decisions early in the process.

Share your learnings from Jim and Naomi’s talk!
Impressed by this academic and well thought out approach, propelled by a great narrative. I give them high chances at the throw down today.

Loved the use of gamification elements throughout this entire course. The characters, the world, the art and so much more just blew my mind. This has inspired me to want to take this course and learn more so that I can incorporate it into my classes.

I really enjoyed this presentation. It was very informative and inspiring. I appreciated the level of thoughtfulness given to developing the user personas.

Jim won an award for Karaoke. Gamify Lit course at Brown University. Open since 1764. What does it mean to be human?! Layla.

What an amazing idea! Thank you for sharing your design journey. I love the narrative you created and actually would take this course!

I loved how well the theme of the planetary exploration reinforces the theme of human-ness. And the visuals and narrative were amazing! Well done, guys!

Very inspiring presentation. What you guys have done is pretty remarkable and very unique! Not an easy endeavor but you guys really nailed this project! Bravo!!

Thanks to Jim and Naomi was being trailbrazers and taking gamification to new places and being the first to gamify an EdX course.

I was totally amazed by what Jim and Naomi have accomplished with their gamification course at Brown University. Plus’ kudos to the graphic designer! Wish they had courses like that when I was in college.

Excellent example of how the narrative was integrated into the structure of the course. Although being a work of fiction, the narrative was also integrated with the real experiences that students were having (learning about different aspects of being human).
Building story into the learning to create a story to fit your personas and then build your mechanics into the learning?

Great presentation! As an English major, I appreciated seeing an application within the college humanity field. Great use of narration!

As a university instructor, this project is close to my heart. I appreciated the discussion of the process, focusing on the time devoted to visioning, planning and developing.

Universities and actually all levels of education should focus more on delivering this kind of engaging learning—our learners are not the same as learners 20 years ago—great concept.

It is important to keep the immersion if it’s what you are aiming for. Words are important, the story is there or isn’t, don’t go halfway or do it consciously and for a reason.

Absolutely loved the trailer and opening with that using the Google question and the characters. Really like the design component and the three different worlds.

Egan y Perisault de la Universidad de Brown en Estados Unidos han creado un juego que reemplaza la aburrida clase de “Lo que significa ser humano”. Ahora es una aventura gráfica maravillosa, que te leva por los mundos de Poe y H. P. Lovecraft en una exploración por un mundo nuevo.

Jim and Naomi managed to put together a very well done and beautiful product. Everything about how they worked with the design team to the actual narrative really was a great example of how beautiful design and good narrative can create a wonderful product.

Loved the use of narrative and adventure to engage the learners about the content. Also a great way to illustrate how the course is laid out and where they are going.

Great job at the escape room. I’m glad you were our partners! 5% improvement on scores! Needs to be an immerse experience by creating the language, what we call the players/students. Don’t forget…..don’t design something you would like, it is about your users!

I didn’t even imagine that this was possible at a university. It gives me such hope, and I’m so jealous. I’m signing up for the edx course once I get back!

What a great use of gamification. Literature is about story telling. And what better way to learn story telling than to immerse yourself in the stories, and explain the human condition to a non-human character. Bravo!

Great idea and awesome use of different elements to build an immersive environment. It allows the user to really drive the completion and move through it. Great job!

Love the use of the variety of mechanics and story throughout. Wonderful illustrations and student engagement. Clever concept to make literature come alive.

When transforming a course into an immersive experience through story narrative takes getting an advocate to promote the game experience. The funding of playtesting to make the design is an important step in the process.

Jim and Naomi’s talk was fascinating and made me wish I had the time to take their course. I love the idea of reading great lit and then diving deeper by learning about them in a gamification.
manner, rather than the traditional 5pg paper.

Context and story are vital. The learners journey is a way of bringing them along and looking at the subject in a different way.

Your course makes me want to be a student again! Thanks for driving amazing student engagement via your course. I want to play!

Definitely the coolest thing I’ve seen so far. I’m totally enrolling on edX! Their talk made me consider that the core content (Atwood, Poe, etc.) was fully existing before gamification ever started, and that’s an approach I’ll be taking in my own work too.

I loved the ways that you used the Reise Profiles to created player personas to target your audience.
In an extremely dynamic, fascinating, attention-grabbing session, Miary will outline the key characteristics of iBeacons that relate to gamification and demonstrate how iBeacons technologies can be used to create a low-cost (as low as $10), high-tech, engaging gamification experience. You don’t have to be a technology wizard to bring this cool tech into your gamification projects.

Share some ideas on how to use iBeacons to increase engagement!
The talk was very interesting to me, because I didn’t know about iBeacons before today. I think that the director of my organization might be very interested in exploring the use of begins at our organization, such as for an all staff meeting training nugget perhaps.

iBeacon are an amazing way to gamify an experience. 1/2 Mile signal. UUIDof beacon. Major and Minor. Unique. Makes an iBeacon special. UUID = Company. Major = Floor. Minor = Room. For example.

I’ve never heard of iBeacons, but I am super excited to implement this idea into schools, corporations, and factories. What a great innovation and I’m looking forward to seeing more of this in eLearning!

I loved the potential of iBeacons as a way to get people interacting more with their physical environment. Very much on point today as well with the Geochaching challenge!

I’m amazed at how easy it is to create location awareness. Wow! I can see so many possibilities with iBeacon for gaming and learning!

There are so many ways to use beacons, essentially our imagination is the limit. It’s great for engagement and interactivity.

So many possibilities with iBeacons and they are expected to explode in usage over the next few years from the millions of dollar to billions of dollars.

This was really eye-opening to learn about how iBeacons work and all the different kinds. Also heard about the different ways you could use iBeacons.
iBeacons seem an interesting technology to use in any situation that require people going through a series of activities (like our ambassador adventure at GamiCon!) Thank you for the presentation!

You left me needing more... opened my eyes to these ibecons... what a great addition to our training programs? Miary you ROCKED it!

I’d never heard of iBeacons before and the presentation did a good job of showing what they are and what they do. However, beyond things like attendance taking for classrooms and location based knowledge checks I couldn’t see what their application was.

I WANT I-BEACONS!!! This presentation explored applications to the learning environment and process that would certainly engage and captivate students. I can not wait to try this with my students!

Who knew Beacons existed?! Wow kinda takes QR codes to a new level! I love this idea now how can I use it? Let me count the ways!

Really interesting how we can use beacons to take attendance, guiding people to places, there is a lot of potential for this!

I took pictures of everything you shared! I can’t wait to explore iBeacons and what they can do for our learning. Thank you for sharing your experience.

I can think of 1 million ways to use iBeacons for learning. Amazing tool and amazing ideas. I need beacons in my life.

Aunque ya había visto algo sobre los iBeacons, la exposición de Miary me abrió muchas posibilidades nuevas para el uso de la tecnología en clase o en el diseño de experiencias de aprendizaje en organizaciones. Gran presentación. Concreta y con claros ejemplos.

As one of the more tech focused speeches I’ve heard thus far, it was fascinating to learn about iBeacons for the first time and it really had be thinking about all the different applications they can use.

Ideas for engagement:
use on the sales floor for new employees to learn about the different departments in the store. As new products launch in an area notify employees so they can learn about that information.

Honestly I want excited about this. But it was one of my favorites. I keep thinking of different ways to use them. I hope I win one so I can try it out.

Ibeacons are a fascinating idea, but implementation may be difficult in situations with higher security. It is a fun mental puzzle to figure out how/if we can use them in a meaningful way to drive learner engagement.

Very interesting idea for learning but made me think of other business uses for the beacons as well. Thank you for going into detail on this.

Wow. I can see a zillion uses for iBeacons. Learning centers. New hire orientation. Mapping spaces. Round robin learning. iBeacon detects the content to be provided.

IBeacons can be use to encourage and increase engagement by placing them in certain locations for working toward collaboration and
teaming. Through the scavenger hunt activity we participated in tonight, iBeacons were a key part of the success of the program, as we adventured throughout the city of Chicago to gain clues and new objectives while sightseeing in a lovely city.

The talk was very interesting to me, because I didn’t know about beacons before hearing about them today. I think that the director of my organization might be very interested in exploring the use of begins at our organization, such as for an all staff meeting training nugget perhaps.

I am obsessed with iBeacon potential. Just think where we will be in a few years...I will share this tools’a potential to all I can now.

I love the idea of using these at events, truly knowing who was in attendance while also delivering additional info to the target audience.

Trigger challenges in key areas. Trigger tour videos when you visit an exhibit. Put a beacon on a person and score points when you find them and talk to them.

The thought of using ibeacons is fantastic. I cannot wait to use them on new employee onboarding as a scavenger hunt around our large campus.
Gamification in Corporate Learning Apps

Juliette Denny from Growth Engineering shares with us some secrets on how they have been successful in applying gamification in corporate training.
Energetic talk by Juliette. Makes total sense how and why they can convince their clients to use a platform that uses gamification, social and narrative.

This platform company was so enthusiastic and showed some amazing ways that they bring games to big companies. They personalize them for each of their clients making it a better experience.

Love this. Couple questions though: were those games tied to learning?! It looked like it was just whack a mole. Also, what is the governance around the genie author tool? If there is governance, how is it managed // set up?

Wage war on dull online learning!! Avant-garde! Growth Engineering!! How are we going to change what you are doing? I actually do love my LMS. Gamification and engagement in L&D.

Great platform! I love the idea of implementing the Golden triangle to engage learners. I didn’t realize how important the mobile part of eLearning has become.

I loved Juliette’s passion and concise way to get to the heart of the problem and the product. Great work guys!

Wow what an incredible framework, I love it!! This is extremely helpful and can be applied in a multitude of contexts! Many thanks!

If we could bottle Juliette’s energy and tenacity to eradicate boring learning I have no doubt we could train the world and eliminate the need for fossil fuels.

Great job Juliette! You all seem to really be breaking some of the records and being innovative! Such a plus to the whole learn community!

The Knowledge Arcade seemed like a great way to engage learners. Distributing bite-sized content is an excellent idea to motivate learners, instead of long and tiresome sessions.
Make it impossible to be boring! Forced infrastructure to build interactive L&D to Unleaae your Super Hero. Quests sent out everyday?

I liked how this showed an application of classic gaming elements built within an LMS. I had a harder time seeing the direct learning defense for couching knowledge check questions within games like whack a mole though.

An energized and passionate presenter, committed to engaging industry in gamified learning. I would love to learn more about how design and outcomes.

Love the Moto, love the energy, love the philosophy! We are implementing a new HCMS which includes an LMS and now I’m considering a whole new perspective on how to make interaction and use more engaging!

Do something different so you are forced into using gamification so your learning is actually engaging! Awesome Juliette Denny about their LMS

Let’s do some good work together! I want to vanquish Dr Dull lol or where we like to live in the mundane. Need out of traditional learning modalities!

I am joining them in the battle against all online learning I’m going to be a superhero against Dr Dull!

Juliette tiene energía desbordante. Nos llevó al tema del uso corporativo de los juegos, que en mi caso, es vital para el trabajo que hacemos en Centro de innovación. Pensar en una plataforma que te “obliga” a gamificar es una idea muy interesante. La demostración posterior, enlaza que pudimos ver la plataforma en acción nos permitió ver la importancia de facilitar la competencia basada en conocimientos entre colegas.

Juliette’s ability to break down barriers of corporate learning and present them in a more visually appealing way really touches on how great design and graphics can change an originally dull subject.

Join the movement! Let abolish boring learning that isn’t actually helping our learners. Used to the new mobile tomorrow bring learning to where people are used to getting your learning today

You can’t get more excited than this “introvert”. You can see the passion flying off her. Even if I lost at the challenge

I love how immersive this system is, and the incredible amount of corporate buy in you’ve created. I can’t use outsourcing, but I like to think I can apply some of your lessons learned to our budding program.

Great way to promote learning through games to help drive retention. Very cool platform and seems pretty easy to navigate on the desktop site and mobile.

Mobile first. Repeat. Repeat. Repeat. How do YOU engage with content? I’ll bet it’s on your phone.

The knowledge arcade has such potential.

This was a nice presentation on corporate learning apps. A good way of incorporating gamification to change the way learners learn to engage and encourage collaboration.

It was interesting and fun to learn about growth engineering, and the Jeannie model that helps
bring the real game if Acacian two trainings. I enjoyed it very much.

Abolish the Boring! No excuses to settle for boring LMS “learning”. Time to let people learn like they want to learn!

Great energy from Juliette. Love the creativity leveraged for engagement, and the cute naming conventions (e.g., School of Hard Rock/Hard Rock Cafe).

Great energetic speaker with the mission of renaming LMS into cooler words and concepts. Engagement in learning and Gamification yes

I love the idea of an LMS that forces gamification and social learning. Increased interaction with the LMS 15+ times a day.
Personalizing Gameful Design

Research studies have shown that personalized gameful solutions can lead to more engagement and higher performance. In this hands-on lab, you will learn and practice three strategies for designing personalized learning and employee engagement gameful solutions. You will learn how to map and target user preferences and apply specific groups of gameful design elements using the Gameful Design Heuristics (an evaluation method developed by the HCI Games Group at the University of Waterloo).

Share your work from Gustavo’s Hands on Design Quest!
We talked a lot about how do you move beyond points and badges — how do you evolve your game to be robust and more applicable to other types of learners.

Personalizing around player types in parallel, in sequence or generally covering all of the heuristic features is critical to successful design.

Thanks for sharing the player profiles! I’ve been using battles 4 player types, but your breakdown of mechanics by the hexad makes me think I should be using that. Thanks for the prompt!

The time was short, but I felt that participants were able to grasp how the material I showed them can be used to think about different design elements that appeal to different types of users, and how to use the gameful design heuristics to verify if there are missing motivational elements in their design.

You have to think of the different profiles your gamification system will have so everyone can be engaged with what it is you are designing!

So use a variety of quest to provide options for each and every participant. The materials were great and helpful.

En el taller de Gustavo trabajamos en equopos para diseñar una experiencia gamificada enfocada en un tipo específico de jugador. Un gran trabajo en equipo que nos llevo luego a discutir sobre aspectos específicos de la implantación de mecánicas de juego en situaciones reales. La herramienta de valoración propuesta por Hustavo permite analizar hasta qué punto el diseño está adaptado realmente al estilo del jugador.

Gustavo did a very good job of walking us through the hands on lab that he designed. The way he was able to tie in simple elements and small games to package together a thorough and fun process to deliver solutions really was eye opening.

Interesting and gave good information on what questions to ask, so your course can appeal to the different learning types and be a better learning experience.
In this session, you’ll have the opportunity to turn a boring policy-laden syllabus into a “travel itinerary” that gets learners off to a positive and effective start. You’ll experiment with a scenario introducing a six-week blended learning experience for tenured employees, and compare the ideas generated while collaborating with peers. You will judge how effective the strategies employed in the case studies were and offer suggestions for how the strategies could be amended.

Share your work from Valary’s Workshop!
Learned some awesome tools to help gamify interpersonal communication. Working as a team we got to think of some really cool ideas.

Great hands on activity to demonstrate the learning. Enjoyed the shared creativity.

This was an excellent workshop. We created a space ship called Staff Trek where we travel to different worlds with forced collaboration to practise our customer service skills.

Offer the Challenge, Give them a choice. Ensure Competence abounds and watch the Collaboration happen. Great breakout!

“I didn’t think it was possible to create a game with a narrative in 15 minutes. But we did it and it was better and easier than I thought possible.”
Creating Compelling Characters

Instructional designers and developers are expected to write realistic scenarios with compelling characters who ring true for participants. Creating a character who motivates takes more than simply providing a name and a challenge. They must have a life that feels familiar, a voice that’s distinctive, and a choice with stakes. In this session, we will learn how to build compelling characters who interact and communicate in realistic ways. You’ll get to practice building your own characters and writing dialog, and you’ll give one another feedback using checklists and other job aids.

Share your characters from Hadiya’s Hands on Design Quest! Be sure to upload pictures if you draw any!
Creating compelling characters & dialogue – my player Jorge is a cheerful, optimistic Admin Assistant who’s married with a toddler.

Love creating a character that immediately spoke to me. It’s a great starting point for creating dialogues and narrative. Very helpful for any gamification solution.

I can’t wait to read more from Hadiya! I enjoyed learning about the DARE concept. I hadn’t thought about getting deeper into character backgrounds when writing narratives. Thank you so much for sharing your insight!

Creating compelling characters to give participants something to care about and to feel something is important it also makes the character vulnerable once that something is threatened.

I downloaded the qr code and I looking forward to reviewing this after the event. Wish there was more time to go all hands on.

Pretty sure I attended the best of the four breakout options! Hadiya came well prepared and provided so much great info for dialogue development!
The Uncanny Valley – the phenomenon in which the more “human” a computer-generated figure or humanoid robot appears, the more it arouses a sense of unease or revulsion in the person viewing it. With the increasing prevalence of virtual reality, augmented reality, and computer animation, it is vital that gamification designers identify common instances of the uncanny valley and what it means to the success (or failure) of their programs. Learn how to effectively solve for instances of the uncanny valley when building prototypes by allowing playtesters to give meaningful feedback.

Share your solutions from Keiths’s Hands on Design Quest! We really need help avoiding the Uncanny Valley!
Absolutely incredible concept. Understanding the theory behind the uncanny valley truly helped me understand some of the psychological components behind products and ideas acceptance.

Interesting information and compelling and candidly you could tell the same story and share more information without entering into politics.
No one actually knew who would win the Project Throw Down. We are glad 5 projects out of the 14 submissions were selected. Let us know your thoughts around the winners. Do you know the projects? What do you think about each of them? This is some of the most valuable feedback the projects can receive!
Start with the WHY! The base of all of these amazing games. The competition is stiff! This is a great cross section of the many faces of gamification! I can’t wait to see the winner!

user-friendliness. Can’t wait to learn more about these projects. Anna’s project was very creative and loved the strategic thinking. Kerstins was interesting with the multiple leader boards. Definitely fostered Collaboration. Mechels just has an amazing purpose and it’s a fun way to address teaching content that makes you want to stab your eyes out.

I am amazed by the intelligence and ingenuity — and the focus on the learning outcomes of each project. Focus is on the learning, then the methods, tools and tech.

I think they all won, really. Each is innovative from leaders in our industry. Each uses their knowledge strength and stretched themselves to create unique ways to engage learners! The proof is in the ROI!

I was fascinated by the depth and breadth of submissions. Some of them were very serious, others lighthearted. The production value of a couple were nothing short of amazing. At the same time, others made me feel that I could make something similar.

The projects were all very different in nature and really well thought out. I got a new appreciation for board games. I think I liked these kinds due to their low cost and practical nature.

I actually thought all of the projects presented were very interesting and impressive. I don’t believe the results have been announced yet but honestly I think it’s anyone’s prize to win at this point!

I might have a pretty good idea of who will win because I am a part of the judge team! So perhaps I shouldn’t explain too much here ?. See ya!
Jim Egan – innovative and polished course presentation. I talked with him twice and would still like to learn more. Gamification could explode in post-secondary education.

The Hunt – looked exciting and had everyone engaged even though we could not read a single word! Visually sucked you in!

Mental Health video game – great to see an educational application.

Michelle Glass-Misadventures in Money Management – powerful topic and presentation. Undoubtedly a winner!

Very happy to find original projects as the one from the Brown University. A good and profound work that included outstanding visual designs, emotive story building and strong methodologic foundation. And, off course, incredibly motivating presentation.

I think overall, the teams were able to put unique spins on teaching scenarios that would have been very very boring otherwise. It is interesting to see the different approaches, whether it involves and online platform or a physical manifestation. One of the most unique products I saw involved both and took advantage of the different advantages of each.

The best way to describe the different solutions is to say each were built based on the needs of their business and budget/ user needs. A great example of this was the Finance manager who has 4 months to build a board game that they could produce on their own. Converse to the Brown U team who needed to make a 16 week course engaging with the goal of increasing engagement which in turn would turn into higher scores. They saw 20% increase.

I was so impressed by everyone. The board games blew me away. I didn’t think they would be interesting in today’s age. But you want them. And I want to go to the two universities that spoke. And I’m so happy social workers are working so hard to improve.

I loved Brown University humanities course and some of the simple board games. I’m fascinated by all the ways it is possible to come to gamification and fun engaging learning. Well done to all competitors.

They were all amazing and did an amazing job! The thought and detail that went into each course really showed. Great job everyone you all
did a great job and should be proud.

We don’t know who won yet, but we will find out tomorrow evening at the end of gameicon. So I will try to remember to come back and update my submission here after that happens tomorrow.

I think everyone approaches to their problem was tremendous and innovative regardless of who comes out on top. I was most inspired by the no tech designs since tech is my security blanket.
Evolutionary Psychology and the Modern Learner

Jonathan took you on a journey through evolutionary psychology.

In at least 10 words, explain how evolution has shaped the mind and behaviour of today’s learner.
Especially the impact of play, and its role on society, shaped the mind and behaviour of today’s learner.

My main take away was the idea of not to do self hugging. The idea of not create something for myself is not new but to have it reinforced is nice.

Trying to figure out and adapt learning to different types of people has been a holy grail for decades. Jonathan gave a great presentation on the evolution of psychometrics.

This was a great crash course in human evolution in regards to how learning has changed throughout. I need to study more about the Reiss Motivation profile so that we can understand the desires that make us different. Thanks for the insight!

Jonathan’s presentations led us to think about how the traditional teaching methods are not based on the natural way of learning, but rather on rigid methods. Learning occurs naturally when we have the freedom to play and explore around a topic, and when we are able to satisfy our psychological motivations during the learning activities.

Max the man! Thank you for introducing us to Gamification!

The motivation profile discussed here is so central to learner engagement!

It is not only what you do and how you do it, think not only as a company and even as a company, think also about why you do it so it is meaningful.

Understanding the motivation of our learners at a baseline level will help us to understand what will resonate with our audience. Understanding the 16 core desires.

Monks taught by lecture. But that isn’t how today’s learners learn. They like to interact but ensure you are looking at the learners not yourself

I suddenly realized why Rob and me get along so well. It all clicks now.
How Frustration Built a Learning Gamification Framework

There are many examples of superficial and ineffective gamification. In this session, you’ll hear how frustration with requests to produce such experiences led to a learning gamification framework. Level 1 concerns true content gamification and how to present it to your audience. In Level 2, you draft strategies to give a structure, sense of achievement, and progress to your audience. At level 3, you put your audience to the test and establish proof of learning.

Share your thoughts from An’s Talk! How will you use her framework to make a real difference.
Solid frameworks like these of An Coppens are great for learning gamification design, and also give gamification weight as a trade.

I like learning more about the framework of how to create a game using the cards. Each level helps to ensure you are not adding elements for the point of adding them.

Great presentation on different mechanics, needs and outcomes. Leaderboards, badges and validation for some are important. Wonderful process and I want those cards.

Thank you for your thoughtful insight into learners. Ask why do learners learn and keep that in your mind. Use games to explain something difficult and people will remember it....perfect defense for why we gamify! Thanks, An!

It’s not the first time I heard An talk about her framework, but I liked the updated version focusing on how to show proof of learning. Instead of just thinking about points, badges, etc as feedback mechanics, we should think about how to show people that they really learned something in the way that is most interesting for their learning style. This will be the strongest form of feedback to further motivate learners.

An I loved your progress ... I got the cards ? and am going to redo my program based on your program.

Absolutely agree that in order to advance gamification we must first decrease our reliance on points badges and leader boards.

The main point is how leaderboards are not necessary for learning, especially because they will only, in the best case, engage those who are on top. There are so many other mechanics that can be meaningful for learners!

Gran presentación sobre tres conjuntos de elementos que deben ser tenidos en cuenta cuando se
diseñan experiencias gamificadas. Estoy haciendo todo para conseguir el juego!!

The game showed the process in a meaningful way. I am glad I got play before her presentation. Understanding the thought process that went into creating it provided even a deeper understanding of the gamification process.

I’m so jealous of Kerstin. Her point of habit building hit home. It’s one thing to get people to play some, but to make a long habit of it is another thing.

Leaderboards and points are all the rage in LMSs right now and its said how many of the big names have failed to do it right. They are simply putting lipstick on a pig.
In this session, you will gain quick insights into how to distinguish between effective Gamification and non-effective Gamification. Explore practical examples of low-budget gamification and its use in bringing about organizational transformation. You will also analyze cultural difference in Gamification Design, and understand how it can impact your design and development of gamification projects.

What did you learn from Ahmed’s experience on Cultural Differences?
I really liked the hands-on approach to bridge the real and the virtual world. Tangible stuff makes play visible and enjoyable in the real world.

I like the use of the lego characters and the real life badges. Using real life objects is a great way to engage.


Thank you for sharing your journey. Design the course so that the learner can create a character they can relate with and can be the hero of the story. Get the learner deeply attached to the story. Make games engaging and make them solve problems. Enjoyable and insightful talk!

The suggestions to design and implement a gameful training using simple, physical gamification mechanics was very interesting. When you have people taking a course in the same physical space, it can be more interesting to have physical elements that everybody can be looking at, instead of having digital elements that would divert everyone’s attention to their own screens.

Ahmed you rocked it! My game is low tech low budget! Thanks for sharing man! Next year!! There’s 20 words here!!!

Loved seeing this idea in action: taking avatars from being solely on the digital world to now being in the physical world. Great idea!

I found it was very interesting how Ahmed incorporates several disciplines including Agile, design thinking and instructional design into his framework for learning.

Una interesante mirada a los ejercicios de gamificación que se están haciendo en Egipto. Ahmed nos mostró la experiencia de diseño completa. Gran aporte.

I loved the point that he made that curiosity and mystery is important. That engages the user. And
detail is important to the narrative

I love to hear agile project management bring applied to design. Far too many get focused on the task at hand and don't step back and look at the project as a whole.
QUEST 12

How NOT to gamify a classroom

Become a much better Game Master by learning from Bernardo’s mistakes when he first began gamifying learning experiences. In this prevention, he will share 10 things you can do to avoid a gamification meltdown. When you stop using the same old techniques, you’ll increase your ability to deploy effective learning. Then, you’ll experience increased player engagement to unthinkable levels.

Out of the 10 tips, what was the one that left the best impression in you?
The single best thing is life is a game and never stop learning. The whole thing was full of great content.

concept of not limiting your learner’s achievements is incredible that we often forget! Thank you for sharing your knowledge!

The one that resonated most for me was #2 where the learners don’t have to know everything at the beginning of the game.

Two tips that got me thinking for better consideration are avoiding passive content (how to modify the content, which is usually based on lectures, to something that students can use actively?), and to avoid creating a correspondence between XP and grades (there’s always a challenge because the university requires professors to assign each student a grade in the end, so you need some sort of way to convert the student’s performance in the gamified system to a numeric grade scale).

I think all of the tips were helpful but the first one about not rewarding with grades ties in to our discussions on overreliance on leaderboards

There is no cookie cutter on how to do gamification in education but there are mistakes from others we can learn from

#norulebookforlearning everyone wants to know more. Players aren’t students they are professionals. Sitting no limits on learning, gaming and life. Love it
Supporting Peace

The civil war in Yemen counts as one of the biggest human catastrophes in the world. How can Gamification and Serious Games have a large scale impact in the country to support peace and democracy? How can a cross-functional team located in five different countries create culture-tailored apps for social good?

This quick 10-minute thought leadership session gives you an overview of the obstacles and solutions for the use of Gamification in fragile contexts.

What obstacles have you faced? How can Philipp’s teachings help you overcome them?
This was my favorite, I LOVE that you took on the standard academic rules and broke them! Well done and inspiring!

By having youth play serious games, they can learn what peace should be like to grow up and have peace as a goal. Then work toward that goal.

The idea of using a game to help people imagine a better situation for their country, which they can later try to apply to modify their real life, seems like a great idea! People can only do in real life what they can first imagine within their mind, so a digital application/game can be really useful to help people experience and imagine different experiences than those they are familiar in a challenging situation.

Symantecs – I loved the whole workshop. Your Yemen project really touched my heart. Seeing beauty. Your perception is your reality and we can help shape our world.

I thought this was such a powerful presentation. It wasn’t just about learning for learnings sake. It showed a real world impact for an entire population!

There is a terrible humanitarian crisis going on in Yemen and Gamification has a great opportunity to help. The use of design thinking (virtually) was a fundamental part of the creation process.

I love the idea than you can use a game to promote peace. Wow. Using a game to show what that could be and try to get reality to mimic the game
Thank you Philipp for sharing the story of Yemen’s conflict and producing such an amazing group of important gamifies training tools. You are making a difference!

The amount of focus that was used to ensure that the games matched cultural expectations is amazing...
Multiply your Learning Impact with Gamified Learning Materials

Use existing gamified materials that can be applied before or during your learning sessions without having to invest in the creation of new content. You will have the opportunity to apply the process used by IE Business School Publishing to create materials that have been distributed hundreds of universities and training situations and have been used by learners worldwide over one million times. Now you have the opportunity to use some of these existing solutions in your learning programs.

What are your favorite materials? What can you use and how will you use it to improve training with gamification?
I liked the digital comic book medium displayed within this course. Great example of something that can be quickly designed and iterated on!

What are your favorite materials? What can you use and how will you use it to improve training with gamification?

I really enjoyed the participants and their amazing ideas and am convinced the participants did as well! Thanks for your creativity
Trainers have a difficult time articulating the actual need driving a training request. In this workshop, we will work through multiple scenarios to practice extracting the business need (the problem) in order to develop a goal statement for the desired performance outcome that the program is intended to support. We will look at Gery’s levels of performance to determine what level of mastery can be anticipated at the end of the training, and thereby articulate the difference between a business need and a training need.

What is the problem? Most of the time identifying the problem is hard. After this workshop you must be able to tell us how
I love that she said training isn’t always the answer. And that information isn’t always the gap. Ask open ended questions to find the real problem.
Design Thinking Rollercoaster

Creating a successful Serious Game is challenging. You need to be aware of the “Serious Element” within your game and at the same time find the right balance between message and fun. In this demanding hands-on Design Thinking Workshop we will blast through the user-centered process in order to come up with your own concept for a Serious Game. Furthermore, you will constantly update your personal Learning Log to have a tangible output of this session.

Explain to us what “Serious Element” you defined and how this become a compelling experience.
It was awesome to work in a setting where we had to think quickly on our feet to create nothing is off limits solutions.
Augmented Engagement: Concept to Conclusions

The training session will focus on how to utilize augmented reality (AR) technology to enhance a gamified learning experience. AR is a powerful tool that can both increase engagement and improve learning retention. The workshop will cover some basic fundamentals of how AR technology works and use cases for how it is being applied to different types of activities. Workshop participants will then participate in a design sprint to develop the design for an AR application that would enhance a gamified training experience. Key focal points will include engagement, interactive learning, student measurement, and program evaluation.

How does AR increases your power to gamify? Let us know!!
I plan to research more on how to use AR to meet our training needs and within our budget goals.