About the Conference

Escape Average!

The 2020 Gamification Conference for Learning and Development (*GamiCon*) will take place on October 11-13, 2020 at the AT&T Conference Center, in Austin, TX, USA. This is a co-located event with Training Magazine's 2020 TechLearn Conference.

GamiCon: October 11(evening) – 13, 2020
TechLearn Conference: October 13 (evening) – 15, 2020

Call for Participation

GamiCon 2020 Call for Speaker Participation will run from **February 3 to March 6, 2020**. Individuals interested in speaking at the conference must complete this form when submitting their proposal for review. Your Submission(s) will be shared with members of the *GamiCon* Advisory Committee who will select topics and speakers for the 2020 event.

If selected, your role as a speaker at *GamiCon* **2020** is a significant responsibility and we ask that you:
- support the *GamiCon* team to make it memorable and meaningful for all involved
- actively participate in the pre-conference marketing and engagement strategies
- enthusiastically attend conference activities and interactions
- contribute where necessary to the post-conference follow-up

In exchange for speaking you will receive one (1) free full-conference registration for both *GamiCon*, October 11-13, 2020 (value $995) and Training Magazine TechLearn Conference, October 13-15, 2020 (value $1495).

GamiCon and Training Magazine do not pay per diem, honoraria, or expenses for speakers.

Submission Details

February 3: Speaker Submissions Open
March 6: Speaker Submission Form Deadline
April 1: Speaker Selection Notification Deadline

*Because Speaker spots are limited, **we encourage you to complete and submit your application sooner rather than later**. Once we have filled all speaker spots, we will be unable to accept any additional submissions.

Speaker Submissions should include:
- **A Marketable Session Title (12-word limit)**
  - Keep in mind that many prospective attendees will only read your session title. True!
  - Focus on the main benefit of attending your session
  - If appropriate, create a sense of urgency
  - Keep it specific

- ➢ **A Description (300-word limit).**
    - o Be concise; eliminate filler language
    - o Use active tense
    - o Identify the target audience – who will benefit most from the presentation
    - o Use language that directly addresses prospective attendee challenges and offers help
    - o Showcase the benefits of attending
    - o Include specific examples of what will be covered
    - o Be realistic and accurate
    - o **Include 3 learning objectives. (Do not skip this.)**
    - o Make sure your description matches what you will cover in your presentation
- ➢ **Why you?**
    - o Why should the Committee select your proposal
    - o What is compelling about your session
- ➢ **Bio, Headshot, and Social Media**
    - o A brief speaker bio – include why participants would want to learn from you
    - o Headshot
    - o Social media username(s)/URLs
- ➢ **Video link demonstrating your presentation skills and expertise**
    - o Link to a video of you presenting at a conference, workshop, or comparable setting
    - o If you have presented at *GamiCon* within the last two years, you may skip this step
- ➢ **Engagement App Challenges**
    - o 3-4 key takeaways that can be included as quests/challenges in the conference engagement app
    - o Examples include
        - ▪ Secret words or messages discovered in your session
        - ▪ Key take away ideas
        - ▪ See more examples below

All fields must be completed, and incomplete submissions **will not** be considered for acceptance.

Up to 3 proposals may be submitted by one person. **Each session proposal should be submitted on a separate form.**

Completed forms should be submitted electronically to *GamiCon* at guru@sententiagames.com.
GamiCon will send an email in response to confirm receipt of each submission.

Session Theme, Topics, and Formats

The *GamiCon* 2020 theme - **Escape Average** was triggered by the work of Seth Godin and his 200-page manifesto, *[Stop Stealing Dreams](#)*, written to inspire those who care about changing our outdated educational system. Although his manifesto is targeted for traditional K-12 students and their teachers, the concepts and issues explored are all relevant and applicable to our adult learners.

If you belong to the group who believes that your learners deserve better and seek an urgent change in the way we create learning content and experiences, this manifesto is a must read for you.

At the *GamiCon* Headquarters, we are excited about our third annual *GamiCon*, and want to personally inspire others to **Escape Average** through gamification and playful design.

We are looking for the proposals in the following topic areas as they relate to gamification and playful design:
- Objectives/OKRs/Measurement
- Learner Personas

- Player Centric Design
- Story/Narrative/Theme
- Player Journey
- UX/UI
- Game Mechanics (beyond points, badges, leaderboards)
- Design Audits

We are accepting proposals for the following formats. **Select one format per proposal.** Submit for multiple formats to increase your odds of being selected.

- **Main Stage Presentations:** 20-45 minutes in length. We are looking for industry thought leaders who will enlighten, inspire, surprise and delight. Presenters should be designers, researchers, learning professionals, adult educators, or practitioners. Presentations must focus on the application of gamification in Learning and Development, Adult Education, or employee-facing gamification.
    - **Presenter receives a complimentary GamiCon and TechLearnCon registration**.

- **Hands-On Learning Labs and Gamification Design Build Sessions:** 45-90 minutes in length, running concurrently. Content <u>must</u> offer hands-on learning opportunities and should empower the participants to "try" concepts and provide real-world experience.
    - **The Primary presenter receives a complimentary GamiCon and TechLearnCon registration.**
    - **One co-presenter receives a 50% discount on GamiCon registration fee. Co-presenter must register for GamiCon.**

- **TechLearn Conference Gamification Breakout Session:** 45-90 minutes in length, running concurrently with other TechLearn tracks and demonstrations. Content should offer hands-on, experiential learning opportunities. The session should be fun and immersive.
    - **The Primary presenter receives a complimentary GamiCon and TechLearnCon registration.**

- **Ambassador Adventure – Open Only to Gamification Product/Service Vendors:** Don't miss this opportunity to connect with learning professionals from around the country and across the globe. Participants are eager to learn what tools, technologies, and platforms are available to them for their gamification projects. The Ambassador Adventure is your chance to showcase your products, platforms, and/or content to a target audience, answer their questions, and demonstrate your USP. Contact Monica Cornetti for more information or to reserve your Ambassador Adventure Spot today: Guru@SententiaGames.com or +1-972-951-3314.

GamiCon 2020 Speaker Application
All fields must be completed, and incomplete submissions **will not** be considered for acceptance

Contact Information

Name	
Complete Mailing Address	
City	
State	
Postal Code	
Country	
Mobile Phone	
E-Mail Address	

Presentation Title - clearly articulated with a dash of pizzazz

Format

- ☐ Main Stage Presentation
- ☐ Hands-On Learning Lab or Design Build Session
  - What is the ideal length for your session?
    - o 45-minute session
    - o 60-minute session
    - o 90-minute session
- ☐ TechLearnCon Breakout Session
- ☐ Ambassador Adventure

Session Description

Concise, active language. Provide 3-5 clear, performance-based learning outcomes using action verbs.

Target Audience

Who would benefit most from this presentation? Instructor/Facilitator, Instructional Designer, Content Developer/SME, Learning Manager, CLO, etc.

Why Should the Committee Select This Session?

What is compelling about your session? Include any testimonials or additional information that would help to clarify your submission.

Sample Presentation

You must provide a link to a video demonstrating your expertise and presentation skills. Applications without a video link will not be considered for acceptance. (If you have presented at *GamiCon* within the last two years, you may skip this step.)

Engagement App Challenges

GamiCon is a fully gamified event. As we map the player journey, we like to include quick retrieval and review activities on content heard throughout the conference. We've crafted a combination of both opinion and thought (retrieval) questions.

Examples:
- Before the break is over write on the Graffiti Wall an opinion, comment, or question about _____.
- If I had to explain _____ from (Speaker's Name) session to someone who missed it, here's what I would say:

What we need from you (please select 2 or 3 from the following):
- 2-3 key learning outcomes from your presentation
- Perhaps if you have a 'phrase that pays' – a take away phrase that sticks like Jonathan's writing tip: *Start Dirty, Stay Dirty*
- Interesting fact or statistic that you know you will be referencing in your presentation
- A prop that you'll use in your presentation
- An analogy you will make in your presentation
- Your final key sentences
- Will you wear a special outfit?
- Or anything else you think will create a meaningful and memorable moment from your session

Speaker Bio and Social Media Usernames/URLs

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a speaker, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Signature	
Date	

Our Policy

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

If you have questions at any time while filling out the application, please call me at +1 972-951-3314 or e-mail me at Guru@SententiaGames.com.

Thank you for completing this application form and for your interest in speaking at GamiCon 2020.

Monica Cornetti
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