About the Conference

GamiCon, the 2019 Conference for the Gamification of Learning and Development, will take place on September 15-17, 2019 at the Hilton Riverside in New Orleans, LA. Hosted by *Sententia Gamification*, *GamiCon* is a co-located event with *Training Magazine's 2019 TechLearn Conference*.

Call for Participation: Gamification Project Throwdown

A showcase of low-tech, no-tech, and technology-based gamification of learning projects that puts a special focus on not just the projects themselves, but also the results they've produced. This fun and social event gives *GamiCon* participants the opportunity to see a variety of projects and talk with you, the designers and developers, about the strategies, tools, and processes you used to build them.

The Throwdown Competition is for individuals or organizations interested in entering their most innovative work in gamification for L&D, HR, or Adult Education. This is a challenge to compete for a prestigious *Training Magazine* award.

The *GamiCon* 2019 Call for Project Throwdown Participation will run through June 28, 2019. To be eligible, the entry must be at least partially live in 2019. Spec work and incomplete work are not eligible.

All entries are judged on creativity, innovation, and overall effectiveness and should include the following information:

➤ **Objective:** Describe the business and learning objectives that lead to the implementation of your program or initiative.
➤ **Strategy:** Describe your entry's strategy, implementation, and key gamification features. What is the type of program? (e.g., coaching program, leadership development, onboarding, sales, technical, etc.) What parameters influenced design and development decisions? (budget, time, resources, technology, etc.)
➤ **Results:** Lay out the results of your work and how it successfully met your team's objectives and goals. How was the effectiveness of the training evaluated? What are the results of the learning/performance improvement initiative? How well did the project meet the organizational need?
➤ **Entry images**: Include image(s), links to program(s), video(s), and/or any other formats that best represent your entry to the Throwdown Acceptance Committee and Judges.

All fields in this application must be completed, and incomplete submissions will not be considered for acceptance.

Applications will be reviewed in the order they are received. To guarantee that your project is reviewed you **must** return this application.

*Because Throwdown spots are limited, **we encourage you to complete and submit your application sooner rather than later**. Once we have reached the entry limit, we will be unable to accept any additional submissions.

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

Judging and Judging Criteria

The *GamiCon* Gamification Project Throwdown Awards recognizes excellence in gamification strategy design and implementation in the L&D, HR, and Adult Education Community.

Of the applications received, 20 finalists will be selected by the *GamiCon* Throwdown Acceptance Committee. The 20 finalists will then be notified and scheduled to showcase their projects to all *GamiCon* attendees on Monday, September 16, 2019 from 11:30a.m. – 1:30 p.m.

The winners will be selected by a panel of Gamification Master Craftsman who evaluate the projects, and winners will be determined by the average score submitted by the judges. The judges' decision is final and neither the organizers nor the panel will enter in to any correspondence about them.

Categories of evaluation are:
- Excellence in No-Tech or Low-Tech Gamification Design
- Excellence in eLearning or Web-Based Gamification Design
- Best Use of Narrative in Gamification Design
- Best Use of Surprise and Delight in Gamification Design
- Overall Outstanding Use of Gamification for Learning

Throwdown Winners will be announced on Tuesday, September 17, 2019 at the *Training Magazine* TechLearn Kick Off Party at ***Barcadia*** where you'll also enjoy appetizers, drinks, and '80s arcade games!

GamiCon Throwdown Participant Registration

By entering your project into the Throwdown, you commit to have at least one representative of the project team present at *GamiCon*.

The primary presenter must [register for *GamiCon*,](#) and receives a 50% discount on their *GamiCon* registration fee.

Contact Information

Name	
Street Address	
City ST ZIP Code	
Country	
Mobile Phone	
Email Address	

Gamification Project Title

Category for Evaluation (Select up to 2 categories)

- ☐ Low-Tech or No-Tech
- ☐ eLearning or Web-Based
- ☐ Best Use of Narrative in Gamification Design
- ☐ Best Use of Surprise and Delight in Gamification Design

Executive Summary

A 2-4 sentence summary of the learning initiative.

About the Organization/Client

A 2-4 sentence introduction of the organization. The goal of this section is to generate a better understanding of the business and how they fit into the landscape of their industry. This area could include how long they've been in business, number of employees, mission of the organization, etc. (The company name can be sanitized for marketing and Throwdown Showcase if the company does not want to be identified publicly.)

The Need

Create a compelling story. For example: What issue, challenge, or pain point did you (or your client) need to address? What led you (or your client) to look for a solution? What might have happened if a solution was not identified? *Up to 250 words*

Project Objective

Describe the business and/or learning objectives that were determined for this program or initiative. *Up to 250 words*

Design Strategy

Describe your entry's strategy, implementation, and **key gamification features**. What is the type of program? (e.g., coaching program, leadership development, onboarding, sales, technical, etc.) What parameters influenced design and development decisions? (budget, time, resources, technology, etc.) *Up to 500 words.*

Results

Lay out the results of your work and how it successfully met your team's objectives and goals. How was the effectiveness of the training evaluated? What are the results of the learning/performance improvement initiative? How well did the project meet the organizational need? The goal of this section is to better understand how you (or your client) used (or is using) your design. We want to uncover measurable outcomes – the more numbers, the better. For example: Are there specific KPIs, measurements, statistics, or ROI data you can share that clearly demonstrates the value of your solution? *Up to 500 words.*

Entry Images

Include image(s), links to program(s), video(s), and/or any other formats that best represent your entry.

Terms and Conditions

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.

By submitting an application for the Gamification Project Throwdown, you give *GamiCon* permission to publish any information not marked NFP (Not for Publication) and to use the data in any presentation or description (both analog and digital) of the Throwdown.

Agreement and Signature

By submitting this form, I affirm that the facts set forth in it are true and complete. I understand that any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate disqualification.

I understand that by entering a project into the Throwdown, if the project is selected as a finalist, I commit that at least one representative of the project team will register (with a 50% discount) and present our project at *GamiCon19*.

Name (printed)	
Signature	
Date	

GamiCon hopes that completing this application fosters communication among various divisions at your organization and promotes C-suite awareness of the importance and business benefits of gamification in training and adult education.

Thank you for giving us the opportunity to evaluate your program. We look forward to reading your application.

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.

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