

# JOIN US

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**November 3-4, 2021**

**No Lecture  
All Play  
All Online**

Welcome to the most creative and innovative camp for gamification design in corporate training and adult learning in North America... and beyond!

This fall we launch framework and creation classes in an inspiring, imaginative event. ALL in a virtual design intensive.

Playfully motivated L&D professionals and adult educators are welcome to participate in an encouraging, diverse, and groundbreaking gamification design experience at the 2021 **Camp GamiCon Design Intensive.**



**gamicon.us**



# training



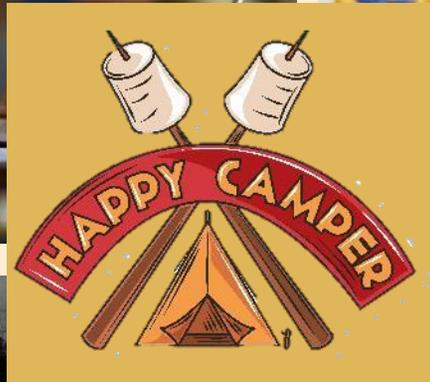
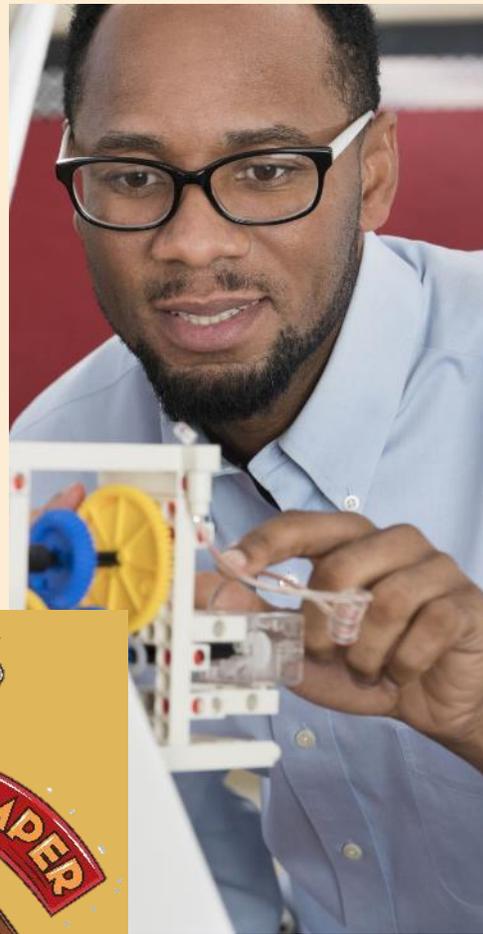
## HOSTED BY

**Sententia Gamification** and **TechLearn** are delighted to announce they've teamed up to create an **ALL-NEW** exhilarative program for the gamification of learning.

**Camp GamiCon** will be a totally collaborative virtual space with campers and a group of industry leaders exploring and experimenting with new media, concepts and techniques.

Whether you're new to gamification, an emerging designer, or an experienced creator, *Camp Gamicon* is the right place TO LEARN!





## WHO SHOULD ATTEND

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**Sententia Gamification** and **TechLearn** invite **ALL** learning professionals to explore new avenues of course development. Learn from award-winning instructional designers and gamification strategists while immersing yourself in a creative design experience.

Follow a proven framework for the gamification of learning. As a participant you will create your own low-resolution portfolio in a friendly, player-centered, creative community, utilizing a wide range of virtual design resources

During the intensive, campers can also join various after-hours activities, throwdown project tours, and hangout with visiting gamification designers and camp staff.

You will leave this experience renewed, empowered, and prepared to advance along with an esteemed cohort of developers, designers, and innovative thinkers.

# SCHEDULE

## BONUS EVENT:

### Camp GamiCon Kick Off

Tuesday, November 2

7:30-9:30 p.m. EDT

A NEW gamification of learning experience. We're off the charted path, star gazing, catching lightning bugs, making s'mores, and sitting around a cozy fire until the late hours of the night. We'll toss magical ideas on the flames for some added color as you settle in and meet your fellow campers.

## Campground ScavengAR Hunt A 90-minute Augmented Reality Playshop

Developing with AR is easier than it has ever been, and gamified learning is the perfect use case! Explore how to build an effective, engaging, and immersive AR scavenger hunt. Identify tools to easily get started creating your AR and learn how to include game elements while building.

The techniques and tools you use in this session can be applied to any of your core curricula, staff meetings, special events, or new hire orientation.

Leave this session with the information you need to start creating your own gamified AR experiences TODAY!



**Monica Cornetti**

President, Sententia Gamification  
Gamemaster, GamiCon



**Betty Dannewitz**

Learning Solutions Architect  
The Ken Blanchard Companies



**Destery Hildenbrand**

Learning Experience Producer  
Motive.io

**Wednesday, November 3**  
**10:00 a.m.-1:00 p.m. EDT**

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**WHY VILLAINS ALWAYS  
LOSE: A Game-based  
Exploration of How to Set and  
Achieve Your Work Goals**

**A 90-minute Write Your Own  
Objectives and Key Results  
Playshop**



**Scott Provence**  
Training Consultant  
Scott Provence Consulting

Ever wonder why genius supervillains fail to take over the world? In this session, use game-play and business-based research to accomplish your own version of world domination.

More than just a hands-on learning session, this playshop will also give you ready-to-deploy tools you can use to set and achieve actual business goals within your teams and your organization. Through case-studies and interactive exercises, award-winning trainer Scott Provence will show you how you too can take over the world.

**WHO ARE THESE PEOPLE?  
Designing Accurate Learner  
Personas**

**A 90-minute Draft Your Learner  
Persona Playshop**



**Jonathan Peters, PhD**  
Chief Motivation Officer  
Sententia Gamification

Do you remember that time you created what you thought was a brilliant program, and it flopped? They didn't engage. When we design for everyone, we end up designing for ourselves. Before you begin creating, you need to know whom you're creating for. And this is where Learner Personas come in.

Get ready to create at least one learner persona for a program you will be designing, so that you can determine, in advanced, what game mechanics THEY will enjoy, and avoid the ones that will cause them to wander away.

**Wednesday, November 3**  
**2:30 - 6:00 p.m. EDT**

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**MAP A PLAYER JOURNEY:**  
**On-boarding to End-game**

**A 90-minute Create Your Own  
Journey Playshop**



**Bernardo Letayf**

EMBO BLUErabbit  
Gamification Speaker & Consultant

Just like with games that offer players the chance to try again, win to unlock and level up, learning content can be designed with these key features to keep learners coming back for more.

Players will use an analog version of the BLUErabbit ([www.bluerabbit.io](http://www.bluerabbit.io)) platform that will allow you to create content ready to post in a digital format.

Define the rewards and rewards system for your and learn how to properly balance an extrinsic rewards system.

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**CHOOSE YOUR FIGHTER:**  
**Building Character-Driven  
Narratives**

**A 90-minute Character  
Creation Playshop**



**Hadiya Nuriddin**

Learning Strategist  
Duets Learning

Including compelling characters in your games creates opportunities for fostering a sense of connection, empathy, ownership, and meaning for learners while they experience the narrative you designed.

Learn how characters contribute to your games. Build a character with their own physical, social, and psychological blueprint and then build the structure for a narrative based on what drives that character. Play with examples of how to incorporate and use characters in games and other gamified experiences.

**Wednesday, November 3**  
**7:30-9:30 p.m. EDT**

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**VR ADVENTURE:  
ACTIONS HAVE CONSEQUENCES**

**A 90-minute Virtual Reality  
Playshop**

Gaming requires players to perform in some type of action as part of the gameplay. This typically entails completing a sequence or series of challenges, tasks, or activities.

At some point during the gameplay, the player will commit an error or 'get things wrong'. This error always results in some type of consequence for the player, which can vary in severity from losing a life, to losing privileges/points, to having to start from the beginning.

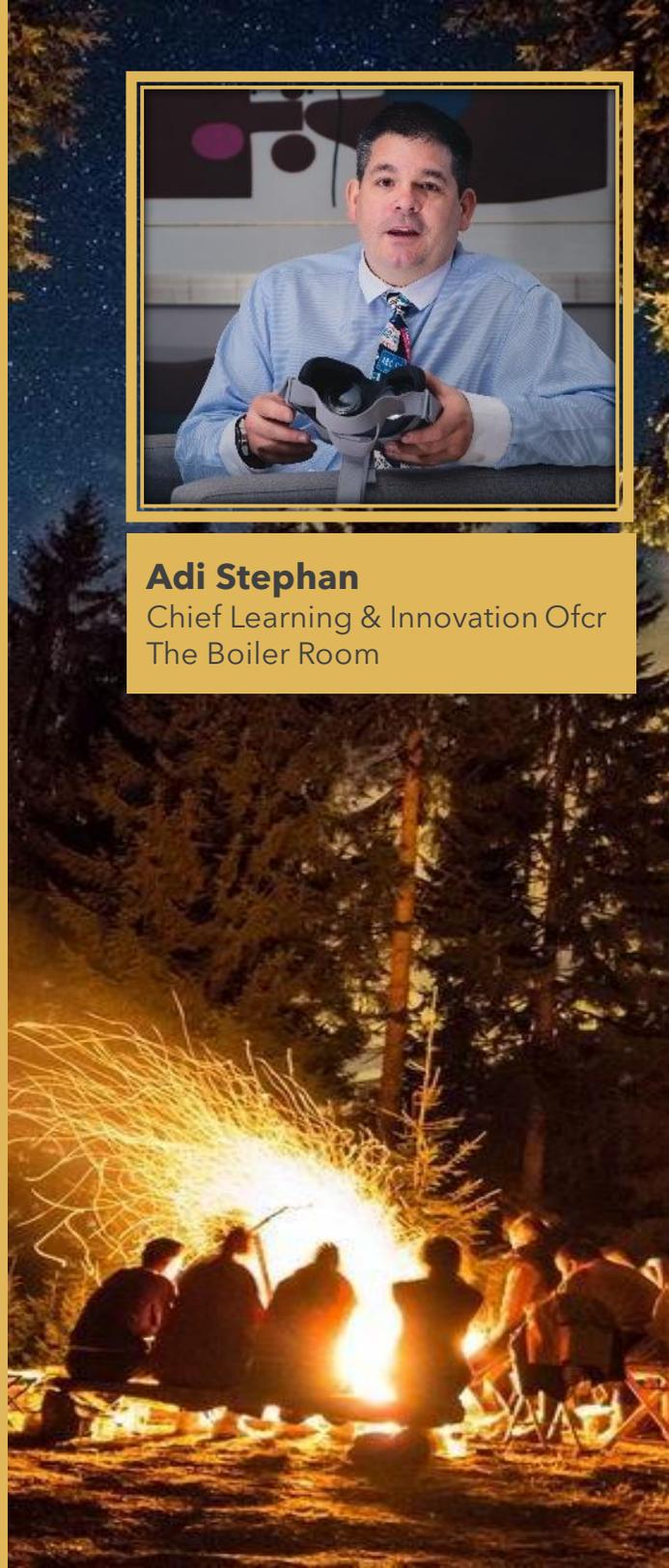
**Let's explore and experience  
gameplay and consequences.**

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**AFTER HOURS FUN:  
Networking and New Friends**



**Adi Stephan**  
Chief Learning & Innovation Ofcr  
The Boiler Room



**Thursday, November 4  
10:00 a.m.-1:00 p.m. EDT**

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## **GAMIFIED LEARNING**

**RECIPE: Make Sure the Learning Experience Isn't Half-Baked**

**A 90-minute Learning Objectives to Drive Results Playshop**



**Robin Sargent**  
eLearning Developer  
IDOL Academy

Worried you won't be able to create a gamified course that actually drives behavior change? Discover how to write learning objectives so it's easy to select complementary flavors of game mechanics without ruining the cake.

Learn the recipe for gamified learning theory by carefully selecting ingredients that make your course a fully baked idea.

Get clarity on how to write clear and accurate learning objectives and gain insight to support those objectives with various game mechanics.

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## **WHEN A PLAYER JOURNEY IS NOT A PLAYER JOURNEY**

**A 90-minute Designing Your Player Journey Playshop**



**Darryn Van Den Berg**  
Chief Play Maker  
Passion4Performance

A Player Journey can be used to guide players towards specific goals and deciding which journey you want to send players on is only the start.

Let's look deeper into what Player Journey can help you to achieve. The player journey is supposed to be fun, but for it to be fun it must be planned.

A good journey will have twists and turns, BUT can you go overboard?

Create, test, and review your player journey. Try your hand at creating a chatbot? Bring it on!

**Thursday, November 4  
2:30 - 6:00 p.m. EDT**

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**MVP: THE SIMPLEST THING  
THAT COULD POSSIBLY WORK**

**A 90-minute Low-resolution  
Prototyping Playshop**



**Megan Torrance**  
Chief Energy Officer  
TorranceLearning

Agile, LLAMA, SAM and other rapid prototyping approaches suggest using a Minimum Viable Product (MVP) to test your concept early. What you learn in those early user prototypes fuels subsequent rounds of design and development.

In this playshop, we'll explore the concepts and techniques for low-resolution prototypes to get you that input on your work early. You'll use a worksheet to outline a plan for a series of iterative prototypes, what each one could look like, and how you'll gather the data you need.

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**DRIVE-ING TEST: BRAKES,  
ENGINES & MOTIVES**

**A 90-minute Playtesting  
Playshop**

How can you use a motivation driver's perspective to test your game designs in a more integrative way?

Step 1: Be aware of and consider the complexity of the mind of your user. What moves, excites, and challenges your players while they're inside your system?

Check the different qualities of how your player feels and thinks while playing. Playtest your prototypes so that you can iterate and make the best of your learners' motivational drivers for your design!



**David Castañeda Pardo**  
Gamification Designer  
Free to Play Gamification



**Lina M. Parra Ante**  
Project Manager  
Free to Play Gamification

**Thursday, November 4  
7:30-9:30 p.m. EDT**

## **PANEL: THROWDOWN JUDGES**

### **What Does it Take to Create an Award-Winning Program?**

## **AFTER HOURS FUN**

### **Connect and Collaborate with Throwdown Winners**

Talk one-on-one with previous GamiCon Throwdown winners who will answer your questions about their design process and their preparation to compete. You can freely move from campsite to campsite to connect with winners in all 5 categories:

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

### **Campfire, S'mores, Ghost Stories Design Jamboree**



Many GamiCon participants care about awards and would like to have the prestige that comes with winning an award. But how do you know if your gamified learning solution is award-worthy?

How do you articulate the value your solution(s) delivered to the organization? Can you describe the problem your training solution helped solve?

Our panel of judges are also award-winning designers who will share their secret sauce for success with you!



### **Jean Marrapodi**

Chief Judge  
eLearning Thought Leader  
Applestar Productions



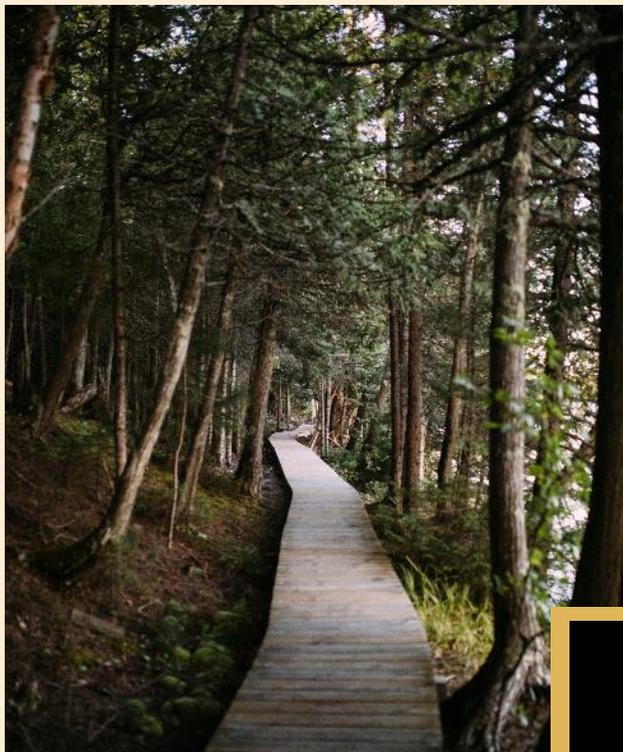
### **Javier Velasquez**

Throwdown Judge  
**Winner of Best Overall Design  
of Gamification for Learning,  
GamiCon19 Throwdown**  
Gamification Designer  
Free To Play Gamification



### **Naomi Pariseault**

Throwdown Judge  
**Winner of Best Overall Design  
of Gamification for Learning,  
GamiCon18 Throwdown**  
Instructional Designer  
Brown University



# REGISTRATION

Registration Fee for Camp GamiCon is \$495

**SAVE \$100 IF YOU REGISTER BY AUGUST 27<sup>th</sup> WITH EARLY-BIRD DISCOUNT CODE: [GAMC](#)**

## Registration Fee Includes:

- No special software or apps needed– you'll receive downloadable journals, design tools, and game-play supplies!
- A zero-lecture program with hands-on playshops, creation classes, and inspiring events!
- Work collaboratively online with expert facilitators and artists while experimenting with new media, concepts, and techniques
- After-hours activities, throwdown competition voting, and design talks with inspiring gamification designers and strategists
- Create a low-resolution gamification for learning portfolio



# CAMP GEAR TO BRING

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A playful attitude - because it's been proven to create and strengthen bonds, increase productivity, promote creativity, and lock in learning.

A digital device (desktop, laptop, tablet, etc.) that has internet access - because we meet, learn, and have fun virtually!

A course, corporate training, onboarding, or event that you want to gamify - because you will create your own low-resolution gamification prototype. Complete details provided with your registration.

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NO software or apps are required to purchase for the camp.

We'll provide you downloadable journals, design tools, and game play supplies.

NO CODING SKILLS REQUIRED.

[gamicon.us](http://gamicon.us)





## NEED HELP CONVINCING YOUR BOSS?

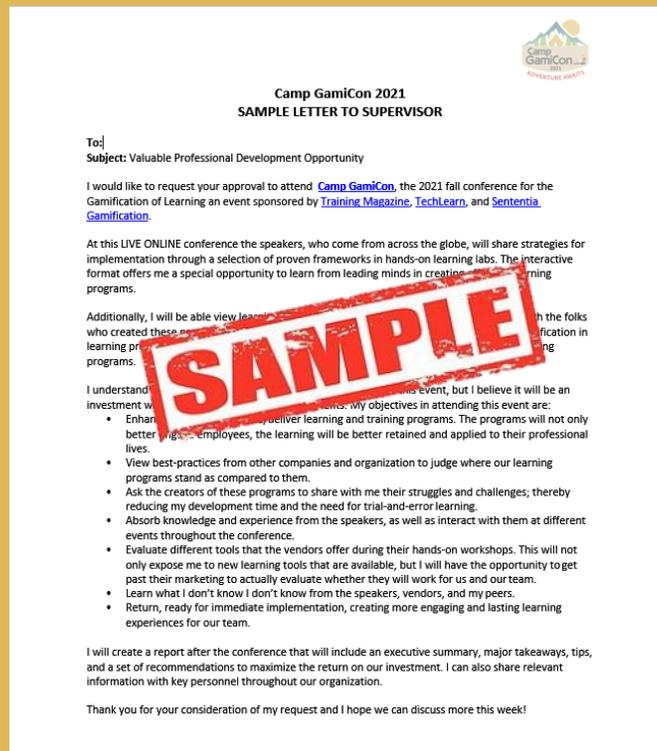
Are you interested in attending Camp GamiCon, but not sure how to convince your boss to fund the learning experience? You've come to the right place!

The benefits of a virtual event are many, and there are real costs to attend, such as registration and time away from work.

Your manager will want to hear thoughtful justifications for your attendance. Convincing any manager to let you attend a conference is all about being persuasive and communicating how the conference will benefit your organization.

Visit our **ABOUT** page to find a **Sample Letter to Supervisor** to Download to help you prepare your request.

## SAMPLE LETTER





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## SPONSORSHIP

### Are you a gamification vendor?

- Showcase your product or service at Camp GamiCon 2021
- Demo slots are available in our Solutions Showcase
- A low-cost way to get in front of qualified leads who are looking for the products and services you offer
- Business leaders, training directors, instructional designers, project managers, and adult educators are looking for effective gamification products and services
- A unique chance to see what L&D professionals and educators are thinking about, what they are doing, and the challenges they are attempting to solve
- Set your company apart with this exclusive sponsorship opportunity

**Call us today:**

**+1 972-951-3314**

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