

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

Completely gamified, at *Camp GamiCon* you will experience the progression of a gamification player journey as it unfolds from the opening esports kick-off to the closing keynote.

This year's theme is wrapped in a shroud of espionage, counterintelligence, and secret agent training inside the ***International Intelligence Agency***.

JOIN US
Sept. 18-20, 2022

Welcome to the International Intelligence Agency



Psychology: Your mission, should you choose to accept it - The game within the game. Throughout the conference we'll be playing GamiCon's social deduction game, *Psychology*. You will determine which of the recruits (your colleagues at the event) are loyal and which ones are double agents. Teams will break codes, follow clues, and retrieve sensitive information, all in the name of making the world a more playful place.

**SEPTEMBER 18-20, 2022
AUSTIN, TX**

**A CO-LOCATED EVENT WITH TRAINING MAGAZINE'S
TECHLEARN CONFERENCE**

**AT&T HOTEL AND CONFERENCE CENTER
1900 UNIVERSITY AVENUE
AUSTIN, TX 78705**



HOSTED BY

TechLearn and Sententia Gamification 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 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!





Headlined by select L&D professionals, adult educators, gamification strategists, researchers, and solution providers, this event brings together individuals and organizations who seek to design and create productive outcomes and engagement with gamification.

GamiCon 

**The Gamification Event for
Learning and Development**



The only event exclusively for the design and delivery of Gamified corporate training, adult learning, employee motivation and productivity, innovation, and culture change.





GamiCon is for business leaders, training directors, instructional designers, trainers, facilitators, project managers, and adult educators wanting to learn more about effective gamification techniques to engage adult learners

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The Gamification Event for Learning and Development



The Gamification Event for Learning and Development



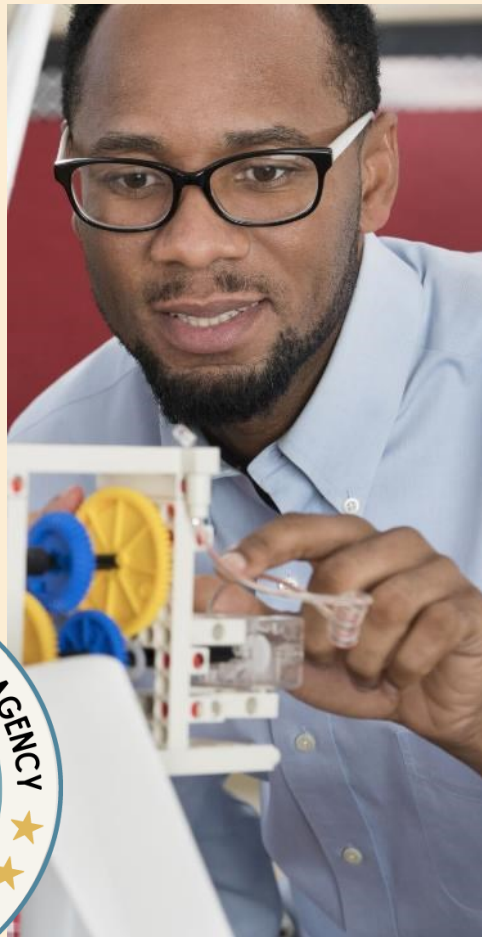
“I was fascinated by the depth and breadth of submissions. Some of them were very serious, others lighthearted. The production value of a couple were nothing short of amazing....” – Attendee Commenting on Gamification Throwdown Projects





“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 best practices documentation.”

– Conference Attendee



WHO SHOULD ATTEND

TechLearn and Sententia Gamification 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.

Knowledge about gamification can change your career. It can give you the skills to turn your training into something really special. And *GamiCon* is the best place to get started on that journey!

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



79 CITIES



11 COUNTRIES

WHERE DO GAMICON PARTICIPANTS COME FROM?



CLO/VP/Director or Above: 18%



Manager/Supervisor: 40%



Training Specialist: 22%



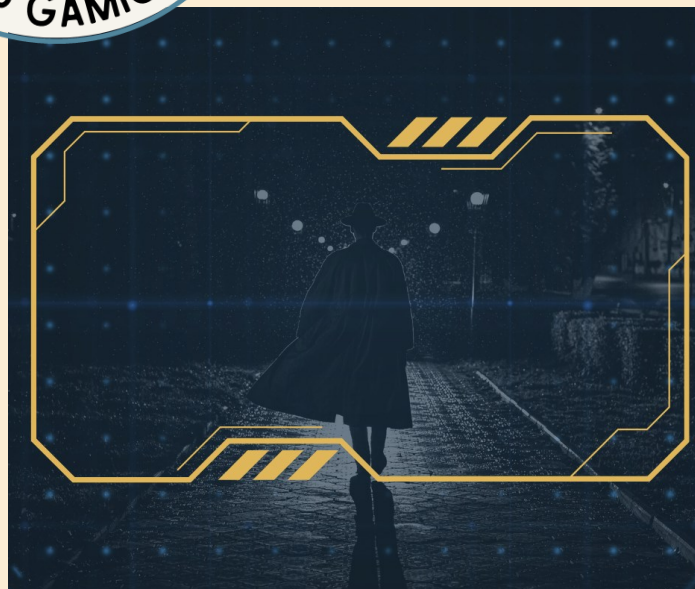
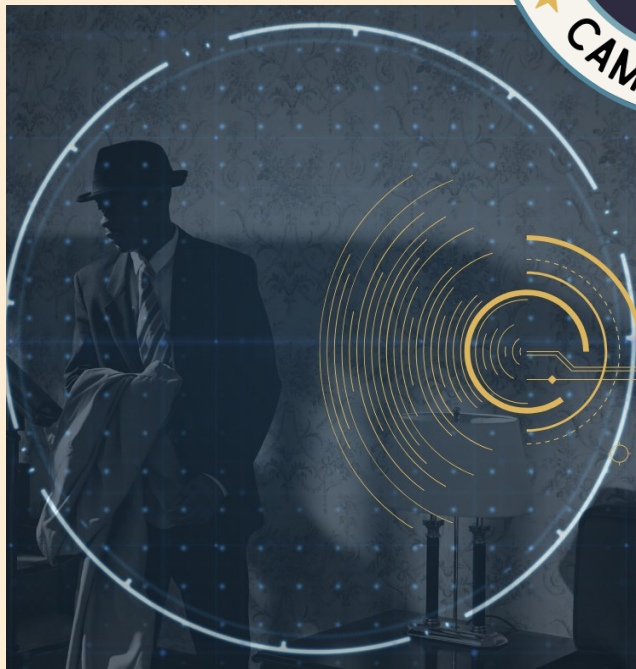
Instructional Designerr: 20%

**WHO ATTENDS
GAMICON?**

COMPANIES AND ORGANIZATIONS REPRESENTED AT GAMICON EVENTS

Aetna	Crunch Franchising, LLC	Judge Learning Solutions	PLTW
AltaPointe Health	Defense	K12 Inc	Port of Seattle
Amazon	Counterintelligence and	KnowBe4	Sam Houston State
Amazon Web Services	Security Agency	Kohls	University
Attensi AS	Dana-Farber Cancer	Koru Consulting	SEAPRO
Bancheshir University	Institute	Lavender Dragon Team	SECU
Bank of America	Dell	Learn It Digitally	Serco Inc
Battelle Energy Alliance, LLC	Deloitte	LLamasoft	Shell Oil
BCInsourcing, LLC	Electrical Training	Lowes	SocialPoint
Benefit Mall	Alliance	Management Concepts	State of Hawaii
Bishop O'Connell HS	Ellie Mae	Mayo Clinic	Suguna Holdings Pvt. Ltd.
Blue Cross and Blue	Fama Enterprises LLC	Merck	T&C Services bvba
Shield of Bullitt County	FNB	Microsoft	Target
Public Library	Free to Play	NASA- Johnson Space	Team Rubicon
BLUE rabbit Gamification	Froedtert Health	Center	Texas State University
Booz Allen Hamilton	Gamify Live	National Fire Protection	Trilogy Health Services
Brown University	Geoteaming	Association	U.S. Army War College
BundlAR	Grand Rounds	National Science	UCAR
Business Skills	Growth Engineering	Foundation	U.S. Army
Centro de innovacion	Gwinnett County Public	New Zealand Ministry of	UT Rio Grande Valley
Chick-fil-A Inc	Schools	Foreign Affairs and Trade	Vanderbilt University
CNO Financial Group	Holland America Group	Northwestern Mutual	Medical Center
Coca-Cola Business	Horace Mann Companies	NTTA	Weil Gotshal and
Services	Huntington Bank	Huntington National	Manages
Colonial Pipeline	Idaho National	Bank	Western University of
Company	Laboratory	Paychex	Health Sciences
Crown Equipment	Influence Insights	Penske Truck Leasing	XP Learning, Inc
Corporation	Intuit	Performance Solutions	
	John Deere	Pfizer	

“The opening remarks were perfect for the conference topic. Monica inspired me to step out from behind the organization naysayers. Learning and development, critical to our success, requires tweaking. I’m excited to get the tools during the evolution.”



SPYCHOLOGY

Your mission, should you choose to accept it - **The game within the game.**

Throughout the conference we'll be playing *GamiCon's* social deduction game, **Spychology**. You will determine which of the recruits (your colleagues at the event) are loyal and which ones are double agents.

Teams will break codes, follow clues, and retrieve sensitive information, all in the name of making the world a more playful place.

Do you have what it takes to be a *Gamification Super Agent*? **There's only one way to find out!**

TAKE THE SPY QUIZ NOW!

SCHEDULE

BONUS EVENT:

Camp GamiCon Kick Off

Sunday, September 18

7:00-9:00 p.m. CDT

Espionage Meets Esports



Hosted at
Friends &
Allies
Brewery!

Camp GamiCon Opening Keynote

Monday, September 19

8:30 - 9:00 a.m. CDT

Welcome To The World's Leading Gamification Spy Camp for Adult Learning



David Palmer

Head Coach of Esports

Kicking off the event... What do you know about the esports phenomena? In the past decade, competitive gaming has experienced a meteoric rise in popular culture and economic value.

Esports is the fastest growing sport in the country.

If you're new to the trend, or just want to get a better understanding of what esports are, who's playing them, and what you can learn from this accessible phenom, then don't miss the *Camp GamiCon* **Esports Kick Off Event!**



Monica Cornetti

President, Sententia Gamification
Gamemaster, GamiCon

Immerse yourself in the world of gamification and espionage at the **World's Leading Gamification Spy Camp.**

In this action-packed camp, take your gamification skills to the next level by participating in exciting spy missions as an agent of the International Intelligence Agency. Agents will need to perform secret operations, create surveillance systems, encrypt messages, and much more! **The entire conference is gamified,** creating a one-of-a-kind camp experience that enhances skills in gamification, course design, and more! **Are you up to the challenge?**

Monday, September 19
9:00 a.m.-10:15 a.m. CDT

CRACKING THE CODE ON BUSINESS OBJECTIVES

**A 75-minute Advanced Session
on Write Your Own Objectives
and Key Results Playshop**



Amy Morrissey
President
Artisan E-Learning

Before agents set out on a mission, they don't go blindly into the dark night. **Their handlers ensure they know the mission's objectives.** Otherwise, how will they know if they're successful? Sadly, many times in the corporate world we send our learners into the dark night without a clear sense of purpose.

Connecting learning events with business objectives elevates our learning as well as our value in our organizations. In this session, learn how to crack the code on true business objectives and how to spot the sneaky ones that may just be for show.

TRADECRAFT **A Beginners Guide to Creating Objectives**

**A 75-minute Introduction to
Writing Business Objectives for
your Learning Program**



Jean Marrapodi, PhD
Executive Director of
Instructional Design
Ana G. Mendez University

No agent embarks on a journey without a set of detailed plans and a goal.

In this session, we will work as teams to identify the details of our learning blueprint: the problem, the goal, the outcomes and the objectives.

You'll learn to elicit intelligence from your targets in a black bag operation, crack the code in a covert operation to step through the intelligence cycle, and plan recognition signals to ensure your new operatives have gained mastery.

Monday, September 19
10:30 a.m.-11:45 a.m. CDT

What's Your Story? **Find the Plot that Fits Your Story**

A 75-minute Advanced Story Creation Play shop

CREATING AGENT ZERO **A Beginners Guide to Creating a Story Worthy of Your Learning Programs**

A 75-minute Introduction to Story Creation Play shop



Steve Abrams

Social Media Coordinator
Sententia Gamification

You want to gamify your training and you need to find the right story to make your project resonate.

There are nine basic plots, but millions of stories.

So how do find the one that works with your material and your learners? Starting with those nine basic plots, we'll look at how to create your story and make it personal so you can make a gamified course that is really engaging and effective.



Lindsey Leverett

Instructional Designer
Sententia Gamification

Who is Agent Zero? You decide!

In the wonderful world of story writing, we will look at the most important element: **the character**. Is Agent Zero a protagonist, defending America from the onslaught of international threats? Or is Agent Zero a complete fuddledud, whose mishaps bring about the end of the world as we know it.

Through these hands-on activities, we will look at how **the character drives the narrative** and either engages your learner or adds meaningless noise to your content.

Monday, September 19

12:00 - 2:00 p.m. CDT

THROWDOWN!

A showcase of high-tech, low-tech, and no-tech gamification projects that put a special focus on not just the projects themselves, but also the results they've produced.

Amazing Projects by Attendees like You!

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



Gamification of Learning
A Competitive Throwdown
5 Project Categories

The Throwdown Competition is for individuals or organizations interested in entering their most innovative work in gamification of L&D, HR, or Adult Education.

All entries are judged on creativity, innovation, and effectiveness, with the winners walking away with a prestigious *Gamification Award* from Training Magazine.

Are You Ready to Throw Down?

Application and details can be found at:
<https://gamicon.us/throwdown>

THROWDOWN JUDGES



Jean Marrapodi
Chief Judge
Executive Director of
Instructional Design
Ana G. Mendez University



Chuck Sigmund
Xbox L&D - Senior Business
Program Manager
Microsoft



Keith Lillico
Throwdown Judge
Associate Director
Global L&D
Merck



Tracy O'Connor
User Experience and
eLearning Designer

Monday, September 19
2:30 p.m.-4:30 p.m. CDT

How to Create Engaging Adventures

A 120-minute Advanced Game Design Lab



Bernardo Letayf

CEO and Evil Mind Behind the Operations
BLUERABBIT

Learn how to design and execute an engaging player journey with **perfect point balance and clear milestones** that your players will love to attain.

You will use analogue materials and the BLUERABBIT JOGEN online tool to do the math when assigning resources that the players will earn throughout their journey.

The reward system you will design will guarantee players exchange their resources at the right time, ensuring they value the journey and not the prizes. **This session will level up your designs for good.**

Tabletop Ops: Unmasking the Secret Systems behind Great Games

A 120-minute Introduction to Game Design Lab



John Kaufeld

Business Services Coordinator
Fort Wayne City Utilities

When you peer behind the colorful graphics, pretty fonts, and clever playing pieces, **every tabletop game is a system of some kind**. Know where to look and how to break the parts down to **unlock those systems** and use them for your own purposes.

Explore popular game systems, examine the mechanics that make them work, and then **turn them into tools for building training activities and tabletop simulations that engage your learners in ways no PowerPoint deck ever could**. No prior experience or coding skills necessary.

Monday, September 19
7:00- 9:00 p.m. CDT

**TheaterThink: Where Acting
Theory and Learning Design
Intersect**

"All the world's a stage..." and
L&D performers are merely
players!

Step into the rehearsal room (and
maybe on stage with us!) to
uncover the similarities between
employee performance and
theater approaches to tackle our
learning & development
challenges.

**TheaterThink is a structured
approach to human-centered
problem-solving** using language,
methods, and principles cultivated
and taught by theater artists
worldwide.

AFTER HOURS FUN!

NATIVE

Native Bar and Cafe



Chuck Sigmund

Executive Director and Co-
Founder
TheaterThink



Josh Penzell

Creative and Artistic Director
TheaterThink



Tuesday, September 20
12:00-1:00 CDT

Extreme Instruction - Lunch Options

Tech for Good: Harnessing the Power of Learning into Tangible Sustainability Action

Quick and Practical Gamification for vILT and ILT



Christian Gossan

Global Lead-digital Experience & Data
KPMG International

There is a huge difference between learning about sustainability and getting people to take sustainable action.

We think of knowledge as the foundation, and if transferred in the right way, that is *meaningful enough* for the individual, this will be fertile ground to enable a change in behavior.

Christian will share his experience in building and activating an action platform as part of this 'learning to action' ecosystem.



Sherry Prindle

Certified Master Coach Trainer
Professional Coach Academy

Do you ever feel that you just can't implement gamification?

- You don't have the right technology, platform, or permissions
- The audience will not appreciate game elements
- Those in charge will not buy into it

Gamifying even the most low-tech, short-term, brief, programs is possible without triggering resistance.

Beyond giving you fun tips to enhance your **in-person, virtual, or hybrid** interactions, this session will also take you through the process of backward engineering gamified results.

Tuesday, September 20
8:30 a.m.-9:45 a.m. CDT

Thwart the Forgetting Curve: Day Two Morning Keynote

Featured Guest Speaker: Have
we got something for you!



Jonathan Peters, PhD
Chief Motivation Officer
Sententia Gamification

When you're learning to be a spy, you quickly learn that a spy-in-training's work is never done.

We've engineered our conferences specifically to create **meaningful and memorable moments** so that you can achieve the best results.

Put your newfound skills to the test. He'll share the **secret formula to make sure your training sessions stick** for you and your learners.

Can you stay alive, impress leadership, and once again thwart the forgetting curve's nefarious plans?



Tuesday, September 20
1:30 p.m.-3:30 p.m. CDT

APPREHEND "THE CLAW"

**A 120-minute Advanced
Behavioral Psychology Lab**



Robin Krieglstein
CEO and Founder
Live Neuron Labs

An international A.I. smuggler known only as "The Claw" has evaded capture for FAR too long! You've been summoned to join the "Declaw" task force, an elite team of counter-espionage agents with only 24 hours to devise a foolproof trap.

In an undisclosed location, you'll be debriefed on **cutting-edge behavioral neuroscience** to use in your brilliant psychological trap.

Your mission? To lure "The Claw" into attending an embassy gala where he can finally be apprehended by Interpol! Can we count on you?

Failure Is an Option –

**A 120-minute Introduction to
Behavioral Psychology Lab**



Scott Provence
Training Consultant
Scott Provence Consulting

Why are we so scared of failing? And why are so many education models and business plans designed to minimize learning from mistakes?

Learn the secret that 20th-century behavioral psychologists never wanted to get out: **people learn better when they fail.**

Leverage learning tools from the commercial gaming industry, the one spot in society where **failure is expected and encouraged.**

Attendees will receive case studies and ready-to-use tools for creating fail-forward approaches within their own organizations and building a playful and fearless learning culture.

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!

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.

Download our **Sample Letter to Your Supervisor** to help you prepare your request.

CONTACT US

REGISTRATION QUESTIONS?

Call 1.847.620.4483 Ext 2

9 am to 6 pm, Monday-Friday (Eastern)

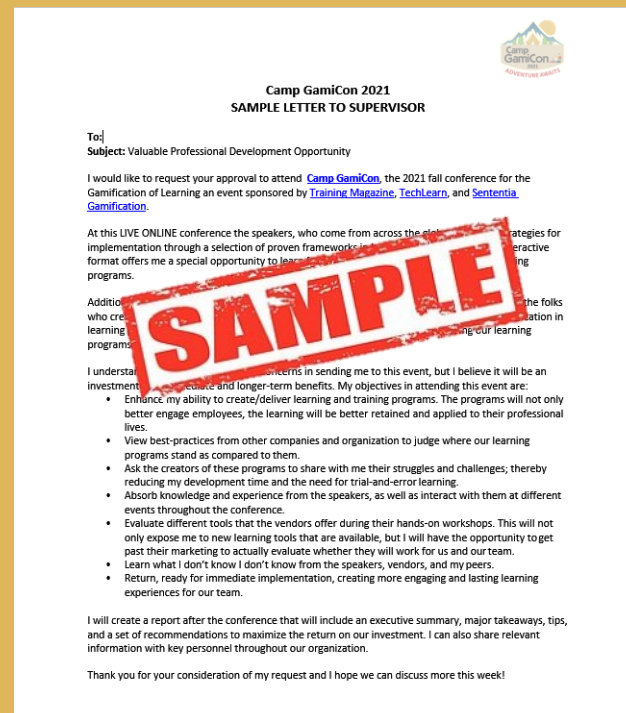
Email: registration@goeshow.com

THROWDOWN QUESTIONS?

Email: guru@sententiagames.com

GENERAL QUESTIONS?

Email: theintern@sententiagames.com



REGISTRATION

Registration Fee for *Camp GamiCon* is \$895

**SAVE \$100 with
DISCOUNT CODE: SGAM**

Registration Fee Includes:

- Hands on workshops from Gamification Leaders on a variety of topics that will enhance your L&D Skills
- Lunch, after-hours activities, **Spychology** game, dossiers, session materials, and design supplies



REGISTER NOW

NOTE: This link takes you to a secure payment portal at the TechLearn site where you can choose your registration options.

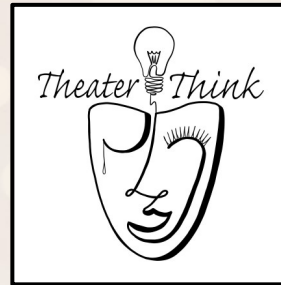
CAMP GAMICON

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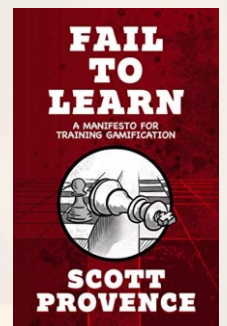
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Thank You to Our PLATINUM Sponsors!



Achieve. Share. Verify.



The Gamification Event for Learning and Development



September 18-20, 2022



SPONSORSHIP

Are you a gamification vendor?

- Showcase your product or service at *Camp GamiCon 2022*
- Demo slots are available in our **SPONSOR SPOTLIGHT**
- A low-cost way to get in front of qualified leads 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

Email: guru@SententiaGames.com