Camp *GamiCon*

September 19-20, 2022
Austin, TX

Gamification Project Throwdown
Submission Form

Submission Deadline: **Friday, August 5, 2022***

About Camp *GamiCon*

Training Magazine's 2022 TechLearn Conference and *Sententia Gamification* are delighted to announce an ALL-NEW exhilarative program for the gamification of learning.

Camp *GamiCon* 2022 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.

Headlined by some of the world's leading gamification strategists, researchers, and solution providers, this event brings together individuals and organizations who seek to design and create productive outcomes with gamification for learning.

Completely gamified, at **Camp *GamiCon*** you will experience the progression of a gamification player journey as it unfolds from the opening party 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 (IIA).

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 Camp *GamiCon* 2022 Call for Project Throwdown Participation will run through August 5, 2022. To be eligible, the entry must be at least partially live in 2019, 2020, 2021, or 2022. 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 guru@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, 16 finalists will be selected by the *GamiCon* Throwdown Acceptance Committee. The 16 finalists will then be notified and scheduled to showcase their projects via a 3–5-minute video to all Camp *GamiCon* attendees. You will also be scheduled for main stage time so that participants and judges can ask you questions about your design and development process.

Each finalist will be assigned a Throwdown Coach to help you prepare: a 3-5-minute video to showcase your project; your main stage presentation; and fine tune your documents to present to the judges panel.

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 into 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 20, 2022, at the Camp *GamiCon* After Party and Awards Celebration.

GamiCon Throwdown Participant Registration

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

The primary presenter must [register for Camp *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

What was the business goal that the game was intended to support? 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 learning outcomes/objectives that were determined for this program or initiative. *Up to 250 words.*

Audience

Who were you creating this program for? Describe the audience and any analysis you completed to understand them.

Motivators

Describe the elements you used to motivate audience participation.

Design Strategy

Describe your entry's strategy and implementation. 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 250 words.*

Story Components

Describe the story line, characters and setting you selected for your game. What obstacles did your characters face? *Up to 200 words.*

Game Execution

Describe the game elements, mechanics and fun factors you used and the rationale for their selection. *Up to 500 words.*

Assessment of Learning

How did your learners demonstrate they achieved the targeted behavior as outlined in your learning outcomes? *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 OKRs, 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 Camp *GamiCon* 2022.

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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www.SententiaGamification.com
www.GamiCon.us
www.GamifiedLearningAcademy.com