

OFF-SITE EVENT = PURPLE
 GENERAL SESSION = SALMON
 ADVANCED TRACK = BLUE: JEFFERSON BALLROOM
 INTERMEDIATE TRACK = YELLOW: PARISH ROOM



Experience Gamified Learning in Real Time

The Krewe Chronicles

In 1899 New Orleans, the 13 member Krewe of Aristeús is set to unveil a technologically advanced Mardi Gras float featuring mythical creatures and historical figures. Rumors abound that a rival Krewe plans to sabotage the float, leading to an ultimate battle for Mardi Gras supremacy. At the parade, Aristeús' float impresses with intricate moving parts, but disaster strikes when the rival Krewe's ingenious devices bring the float crashing to the ground. A lone figure emerges from the wreckage wearing a mask and holding a mysterious object.

Players (aka GamiCon attendees) must uncover the figure's identity and motives by searching for clues throughout the event by playing the **Mardi Gras Mayhem Game**. Along the way, you will encounter colorful characters, solve puzzles, and learn about Mardi Gras history and culture, as well as the application of game mechanics to challenge and engage your learners. You'll work with your Krewe in a real-time *Puzzle Pursuit* to piece together the mystery of your uniquely themed Mardi Gras float.

Immerse yourself in this iconic celebration's vibrant sights and sounds while solving the mystery behind the sabotage.

The Big Easy After Dark: Learning and Fun in NOLA's Best Breweries	
<p>Sunday, Sept. 17 7:00 - 10:00 p.m. Offsite Event 73 Distilling Co. 301 North Claiborne Ave New Orleans, LA 70112</p>	<p>Kick Off Event – Offsite (www.seventhreedistilling.com) 73 Distilling Co. <i>Seven Three Distilling is a celebration of America's most interesting city. The story of New Orleans is written chapter by chapter across her 73 neighborhoods — so to honor their hometown, the distillery proudly crafts distinctive spirits with locally farmed ingredients for you to enjoy wherever good times roll.</i></p> <p>Destery Hildebrand Booze, Beads, and Beyond: Unleashing Learning Adventures in the Big Easy!</p> <p>Welcome to the GamiCon NOLA kickoff extravaganza! Join us at the 73 Distillery (301 North Claiborne Ave.) for an immersive experience like no other. Indulge in the finest local craft cocktails and light snacks while embarking on an augmented reality (AR) adventure, designed to inspire gamified and game-based learning. Discover how to create captivating AR experiences that enhance adult education and corporate training. This exciting kickoff will ignite your imagination and equip you with the skills to unlock transformative learning adventures. Get ready to savor the flavors of knowledge and embark on an unforgettable journey!</p>

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Monday, September 18 7:15 a.m. – 4:30 p.m.		
7:15-7:30 a.m.	Early Bird GamiCon Registration	
7:30 - 8:15 a.m. BYOD BREAKOUTS	Mardi Gras Media Magic: <i>Creating Engaging Content with BYOD Tools</i>	
	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Jeffrey Riley Jennifer Chien <i>Put Magic into that Game with Storyline</i></p> <p>This session appeals to those who have some experience with Storyline but want to know and do more.</p> <ul style="list-style-type: none"> • Design an eLearning game using Articulate Storyline 360. • Implement fun interventions using triggers, layers, variables, and xAPI. • Create Magic with animations to add interest and even some awe effects. <p>You may know the basics of the software but in this session, you will learn how to apply various options in different combinations to create a game that goes beyond eLearning. Use animations, triggers, and variables in combinations to make it seem like magic.</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Rebecca Arnett <i>PowerPoint Isn't Dead, Why Should Your Training Be?</i></p> <p>PowerPoint is still one of the most used tools for building out games and training and can also be used as an authoring tool. This session is not a sit-and-listen learning session, but rather a hands-on-and-do session, where the learner will walk-away with the start of a new presentation or a maturation of one they have previously created.</p> </td> </tr> </table>	<p>Jeffrey Riley Jennifer Chien <i>Put Magic into that Game with Storyline</i></p> <p>This session appeals to those who have some experience with Storyline but want to know and do more.</p> <ul style="list-style-type: none"> • Design an eLearning game using Articulate Storyline 360. • Implement fun interventions using triggers, layers, variables, and xAPI. • Create Magic with animations to add interest and even some awe effects. <p>You may know the basics of the software but in this session, you will learn how to apply various options in different combinations to create a game that goes beyond eLearning. Use animations, triggers, and variables in combinations to make it seem like magic.</p>
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8:00 - 8:30 a.m.	Official GamiCon Registration and Coffee	
8:30 - 9:00 a.m.	GamiCon Gamemaster Monica Cornetti <i>Welcome to the World's Leading Conference for Gamified and Game-Based Learning</i>	
9:00 - 10:00 a.m. SEGMENTED BREAKOUTS	Throw Me Something, Mister: <i>Turning Business Objectives into Tangible Result</i>	
	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Rita Bailey <i>Masquerade of Learning: Gamified Strategies for Corporate Training Success!</i></p> <p>Join us for an enchanting session at Masquerade of Learning, where Mardi Gras meets the world of corporate training! Dive into the art of designing transformative learning experiences that align with business objectives. Discover how to harness the power of gamified and game-based learning to engage adult learners and drive impactful outcomes.</p> <p>Unleash your creativity as we explore innovative strategies, interactive simulations, and immersive</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Kent Nuttall <i>Level Up Your Gaming and Training Evaluation</i></p> <p>Organizations evaluate a few training programs to prove Return on Investment, impact of the program on business results, or results of transfer. The tools are difficult to use, and evaluations usually performed well after the training has been implemented.</p> <p>That's not satisfactory. We need to see this level of results immediately after implementation. And, if we're going to get recognition for our excellence, participants and their supervisors also need to see these results. Furthermore, obtaining these results should be easy.</p> <ul style="list-style-type: none"> • Discover how your excellent game is not getting the recognition it deserves. </td> </tr> </table>	<p>Rita Bailey <i>Masquerade of Learning: Gamified Strategies for Corporate Training Success!</i></p> <p>Join us for an enchanting session at Masquerade of Learning, where Mardi Gras meets the world of corporate training! Dive into the art of designing transformative learning experiences that align with business objectives. Discover how to harness the power of gamified and game-based learning to engage adult learners and drive impactful outcomes.</p> <p>Unleash your creativity as we explore innovative strategies, interactive simulations, and immersive</p>
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	<p>storytelling techniques. Learn to create captivating training modules that elevate employee performance, foster a culture of continuous learning, and propel business success. Embrace the spirit of masquerade and unlock the hidden potential of your corporate training programs!</p>	<ul style="list-style-type: none"> • Develop a tool to get rapid feedback of the impact of your gaming and training. • Define a strategy to have participants perform your gaming and training evaluation. <p>This presentation will cause many to rethink their approach of gaming and training evaluation.</p>
10:00 - 10:15 a.m.	Krewe Puzzle Pursuit: Piecing Together the Mystery	
10:15 - 10:30 a.m.	BREAK	
10:30 - 11:30 a.m. SEGMENTED BREAKOUTS	Masquerade Mastery: Motivating Your Players through Personas	
	<p>Chuck Sigmund Carey Davidson <i>Mystic Persona Alchemy: Unleashing Advanced Gamified Learning through Mardi Gras-inspired Player Personas!"</i></p> <p>Step into the mystical realm of persona alchemy at Mystic Persona Alchemy, an advanced session dedicated to designing powerful player personas for gamified and game-based learning.</p> <p>Drawing inspiration from the vibrant energy of Mardi Gras, we will explore advanced techniques and strategies for crafting immersive and transformative learning experiences.</p> <p>Discover how to create intricately layered player personas that resonate with adult learners in the realms of education and corporate training.</p> <p>Join us for a hands-on journey as we unlock the secrets to unlocking deep engagement, motivation, and learning outcomes through the magic of persona design.</p>	<p>Anirudh Cheruvu <i>Carnival Characters: Crafting Player Personas for Gamified Learning Adventures!</i></p> <p>Step right up to the Carnival Characters session, a thrilling beginner's journey into designing player personas for gamified and game-based learning!</p> <p>Discover the secrets of crafting dynamic and engaging personas that bring your learning adventures to life. Unleash your creativity as we delve into the world of adult education and corporate training, exploring how player personas can enhance motivation, engagement, and learning outcomes.</p> <p>Join us for hands-on exercises and interactive discussions as we unlock the transformative potential of gamified learning experiences. Get ready to design captivating characters that will attract and inspire learners on their educational quests!</p>
11:30 - 11:45 a.m.	Krewe Puzzle Pursuit: Piecing Together the Mystery	
11:45 a.m.-12:45 p.m.	<p>Training Magazine Sponsored Hot Lunch Served</p> <p>Indulge in a delicious hot lunch while seizing the opportunity to share a table with your favorite speakers and sponsors; don't miss the chance to connect, discuss, and have your burning questions answered!</p>	
1:00 - 3:00 p.m.	<p>Carnival Competition: Who Will Be Crowned the Gamification Throwdown Champion?</p> <p>Participants in the Gamified and Game-Based Learning Project Throwdown will showcase their innovative project designs. Selected finalists will present their projects to a panel of judges and the audience, showcasing how they used gamification and game-based learning to create an effective and engaging learning experience.</p>	
3:00 - 3:15 p.m.	Krewe Puzzle Pursuit: Piecing Together the Mystery	

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3:15 - 3:30 p.m.	BREAK	
3:30 - 4:30 p.m. SEGMENTED BREAKOUTS	The Jester's Journey: Crafting a Narrative that Engages and Delights	
	<p>Richard Vass <i>The Hero's Journey: Often-overlooked Elements in Learning Games</i></p> <p>Did you know that you only have eight seconds to grab learners' attention? Whether traditional eLearning or a full-blown, virtual reality gaming course, you need to engage your audience, keep them focused and make an impact to get results. Technical wizardry and graphics aside, meaningful outcomes typically stem from great storytelling techniques, but they are often overlooked!</p> <p>Having a solid process with proven narrative strategies can make all the difference in turning ordinary learners into superhero performers. Join us to find out why stories about Rocky Balboa and Luke Skywalker strike a chord in us, and exactly how you can employ these strategies in your learning content.</p> <p>You'll gain easy-to-understand insights on:</p> <ul style="list-style-type: none"> • What makes stories memorable. • How to incorporate the hero's journey in your training. • How gamification elements help balance rewards with challenges. • Examples of training challenges conquered with heroic flair. 	<p>Valary Oleinik <i>Exploring Narratives: A gamified journey along the Mississippi River</i></p> <p>Just as the Mississippi River both flows through and around the city and is a part of the story, progress, and people of New Orleans, narrative can be defined in numerous ways and offers countless options for gamifying learning experiences. In this session you will have the opportunity to explore narrative from multiple perspectives. Is it the same story, or is it something much larger? How can we leverage it to get learners into and through the learning experience in more engaging ways? Does a narrative have to use words? Along the way you will interact with a number of unique characters, reinterpret tales, create learner journey maps, and discover new ways to use narrative to provide context and content for your gamified learning experiences.</p>
4:30 - 7:00 p.m.	BREAK, Dinner on Your Own, Travel to offsite location – NOLA BREWING	

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**The Big Easy After Dark:
 Learning and Fun in NOLA's Best Breweries**

7:00 - 9:00 p.m.
Off-site event
NOLA BREWING
 3001 Tchoupitoulas
 New Orleans, LA
 70115

After Hours Event - Offsite
NOLA BREWING (www.nolabrewing.com)
At NOLA Brewing, beer runs through their veins. They make good beer for the sake of good beer, inspired by the city where they live with a primary goal of making beer that lives up to its standards. If you're beer curious, come tour the brewery, or just have a taste in their Tap Room.

Mardi Gras Madness and Marketplace - Sponsor Showcase, Comedy, and Escape Adventure
Artrell Williams, MC
Mardi Gras Marketplace: Learn How Our Sponsors Can Transform Your Learning Experiences
 Join us for a special spotlight on the latest and greatest in gamified and game-based learning solutions! During this spotlight, you'll learn more about our sponsor's cutting-edge applications and software, expertly designed tools and platforms, and engaging programs that have been proven to boost learning outcomes. Our sponsors are at the forefront of innovation, so don't miss this chance to learn from the best in the business and take your learning initiatives to new heights!

Sherry Prindle
Masked Mystery Mansion: Mardi Gras Pop Up Escape Adventure
 Welcome to the Masked Mystery Mansion, an immersive pop-up escape room like no other! Step into a world of intrigue and excitement as you unravel the secrets of this captivating adventure. Work together with your team to solve puzzles, decipher clues, and unlock hidden treasures, all while immersing yourself in the vibrant spirit of Mardi Gras. This thrilling experience blends gamified and game-based learning elements, fostering teamwork, problem-solving, and critical thinking. Discover how this exhilarating escape room concept can be applied to adult education and corporate training, igniting engagement, and enhancing learning outcomes. Get ready for a truly unforgettable and transformative experience!

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Tuesday, September 19
7:30 a.m. – 4:00 p.m.

7:30 - 8:15 a.m.
BYOD
BREAKOUTS

Mardi Gras Media Magic:
Creating Engaging Content with BYOD Tools

Josh “Doc” Yavelberg, PhD
Techno Mardi Gras: Unleashing the Magic of Software & AI for Animation, Graphics, and Video Creation!

Join us for an electrifying morning session at Techno Mardi Gras! Bring your own device and immerse yourself in a firsthand experience where software and AI meet the world of animation, graphics, and video creation.

Discover how to craft stunning visuals and captivating videos using innovative tools and techniques. Unleash your creativity as we dive into the realm of interactive media and leave with tangible skills to revolutionize the way you engage and educate.

Let the Techno Mardi Gras spirit ignite your imagination and transform your learning experiences!

Renee Boisvert
Game Bits and Flavor Bites!

Explore resources and tools to help you bring your own gamification project to the next level! Learn to quickly add a handful of small features which create a significant impact. These provide moments which engage your participants on a sensory level and create an emotional experience. Strategically sprinkle your project with the "bits and bites" to draw together your theme and learning outcomes in an immersive way.

Come away from the session with cool tools and resources for both analog and digital programs:

- Identify "bits and bites" you have encountered previously.
- Explore a variety of components and the purpose they serve, both for ambiance and for learning.
- Employ a specific process to generate unique ideas for your own gamification project.
- Create specific tools including puzzles and digital randomizers.

8:30 - 9:00 a.m.

KEYNOTE
Jonathan Peters, PhD
The Carnival of Minds: Unleashing the Power of the Extended Mind in Learning

Step into the vibrant Carnival of Minds, a captivating keynote speech that explores the exhilarating concept of the extended mind in learning. Discover how our environment, interactions, and immersive experiences shape our learning process. Through inspiring examples and practical insights, you'll learn how to harness the power of the extended mind to enhance gamified and game-based learning in adult education and corporate training. Get ready to expand your horizons, challenge traditional boundaries, and ignite transformative learning experiences that captivate and engage learners like never before!

9:00 - 10:00 a.m.

Bourbon Street Basics:
Writing Effective Learning Objectives that Drive Results

Megan Torrance
Data & Analytics for Instructional Designers

This session addresses the specific needs of L&D professionals who are interested in doing more with data, but don't know where to get started. Megan will share a process for analysis – beginning with business needs & hypotheses, what it means to design for data,

Betty Dannewitz
Learning Parade: Crafting Vibrant Outcomes for Gamified Learning Adventures!

Join us for a lively procession at the Learning Parade, a beginner's session dedicated to writing vibrant learning outcomes for gamified and game-based learning.

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	<p>and the steps you'll take to extract, clean, and analyze it.</p> <p>Along the way, case studies and examples from Megan's NEW book will be shared so you can see how it's done!</p>	<ul style="list-style-type: none"> Embrace the festive spirit of Mardi Gras as we explore the art of crafting engaging and impactful learning objectives. Discover how to align learning outcomes with gamification elements to enhance motivation, knowledge retention, and skill development in the realms of adult education and corporate training. <p>Through interactive exercises and practical examples, you'll gain the tools and techniques needed to create dynamic learning experiences. Get ready to lead your learners on an educational journey they won't forget!</p>
10:00-10:15 a.m.	Krewe Puzzle Pursuit: Piecing Together the Mystery	
10:15-10:30 a.m.	BREAK	
10:30-11:30 a.m.	Gamify the Future: Unleashing AI's Power in Learning Adventures!	
	<p>Scott Provence <i>ChatTuesday: Advanced AI Techniques for Training Scenarios</i></p> <p>Supercharge your trainings with the power of AI. In this workshop, you will learn how to leverage Large Language Models like ChatGPT to transform training environments into dynamic, immersive experiences.</p> <ul style="list-style-type: none"> Combine gamification mechanics with the latest in AI functionalities like language classification and text-generation Learn the differences between chain-of-thought and zero-shot prompting techniques for crafting non-player characters See how APIs can bring GPT and other AI-powered tools into your slide decks and spreadsheets <p>Don't miss this game-changing workshop that will revolutionize how you develop complex conversations and scenarios. You'll leave with an action plan for bringing conversation branching and AI-level complexity into your training environments.</p>	<p>Sherry Prindle <i>Real World Use of Artificial Intelligence in All Aspects of Learning Development</i></p> <p>Think of Artificial Intelligence as a staff of high-speed, personal interns you direct. More than a search engine and beyond a chatbot – AI tools can help you devise learning scenarios, write code, create graphics, edit video and sound, create quizzes, evaluate engagement, and more.</p> <p>In this session you will employ sophisticated prompts to demonstrate the services of tens of platforms solving real-world problems and creating original programs. The breakthrough orchestration skills you gain and apply will instantly lessen your daily workload and increase the quality of the results you produce.</p> <ul style="list-style-type: none"> Explore multiple AI platforms Pinpoint multiple ways to use AI to save time and improve outputs Sharpen your prompt engineering skills Discover, create, code, and transform with your AI co-pilot
11:30-11:45 a.m.	Krewe Puzzle Pursuit: Piecing Together the Mystery	
11:45 a.m.-12:45 p.m.	<p>Training Magazine Sponsored Hot Lunch Served <i>Indulge in a delicious hot lunch while seizing the opportunity to share a table with your favorite speakers and sponsors; don't miss the chance to connect, discuss, and have your burning questions answered!</i></p>	

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1:00-3:00 p.m.	<p style="text-align: center;">The Art of Parade Planning: <i>Mapping an Unforgettable Player Journey that Delights and Surprises</i></p> <p>Bernardo Letayf <i>Masquerade Carnival: Exploring Player Journeys through an Analog Game of Feedback</i></p> <p>Welcome to Masquerade Carnival! Step into a world of intrigue and exploration, where we unravel the secrets of player journeys through an exhilarating analog game of strategy and feedback.</p> <p>Discover how to craft immersive experiences that captivate adult learners and drive meaningful engagement in gamified and game-based learning.</p> <p>Whether you're a beginner or an experienced practitioner, this session is your ticket to unlocking the transformative potential of player journeys. Join us for illuminating activities and enlightening discussions as we create dynamic learning adventures applicable to adult education and corporate training. Unmask the magic of the player journey and unleash the power of analog games.</p>
3:00-3:15 p.m.	Krewe Puzzle Pursuit: Piecing Together the Mystery
3:15-3:30 p.m.	BREAK
3:30-4:00 p.m.	<p>Monica Cornetti <i>Grand Mardi Gras Finale</i></p> <p>Join us for the spectacular Grand Mardi Gras Finale, where we wrap up the event with a burst of excitement and inspiration!</p>
4:30-6:30 p.m.	TechLearn Kickoff and GAMIFICATION THROWDOWN AWARDS

GamiCon NOLA
September 17-19, 2023
A Gamified Event Co-located with TechLearn 2023

Hilton New Orleans Riverside
 2 Poydras Street
 New Orleans, LA 70130

REGISTER TODAY!

Get ready to let the good times roll in New Orleans as we bring the festive spirit of Mardi Gras to our gamified and game-based learning event!