

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



SEPTEMBER 17-19, 2023  
 NEW ORLEANS, LOUISIANA

**Experience Gamified Learning in Real Time**

***The Krewe Chronicles***

*In 1899 New Orleans, the 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 must uncover the identity of the figure and their motives, searching for clues throughout the event by playing the **Mardi Gras Mayhem Game**. Along the way, players will encounter colorful characters, solve puzzles, and learn about Mardi Gras history and culture.

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

**Sunday, September 17**  
**7:00 P.m. – 10:00 pm**

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

<p><b>7:00-10:00 PM</b>  <b>Offsite Event</b>  <b>Location TBD</b></p>	<p><b>Kick Off Event</b>  <b>New Orleans Brewer</b>  <b>Destery Hildebrand</b>  <b>Brews, Beads, and Beyond: Unleashing Learning Adventures in the Big Easy!</b>          Welcome to the <b>GamiCon NOLA</b> kickoff extravaganza! Join us at a local New Orleans brewery for an immersive experience like no other. Indulge in the finest local brews and mouthwatering eats 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**

**7:30 a.m. – 4:30 p.m.**

7:30-8:15 AM	<b>Mardi Gras Media Magic: Creating Engaging Content with BYOD Tools</b>	
	<p><b>BYOD 1</b>  <b>Jeffrey Riley</b>  <b>Jennifer Chien</b>  <i><b>Put Magic into that Game with Storyline</b></i>            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"> <li>• Design an eLearning game using Articulate Storyline 360.</li> <li>• Implement fun interventions using triggers, layers, variables, and xAPI.</li> <li>• Create Magic with animations to add interest and even some awe effects.</li> </ul> <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>	<p><b>Rebecca Arnett</b>  <i><b>PowerPoint Isn't Dead, Why Should Your Training Be?</b></i>            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>
8:00-8:30 AM	<b>Coffee and Official GamiCon Registration</b>	
8:30-9:00 AM	<b>GamiCon Gamemaster</b> <b>Monica Cornetti</b> <i><b>Welcome To The World's Leading Conference for Gamified and Game-Based Learning</b></i>	
9:00-10:00 AM SEGMENTED BREAKOUTS	<b>Throw Me Something, Mister: Turning Business Objectives into Tangible Result</b>	
	<p><b>Kent Nuttal</b>  <i><b>Level Up Your Gaming and Training Evaluation</b></i></p> <ul style="list-style-type: none"> <li>• Discover how your excellent game is not getting the recognition it deserves.</li> <li>• Develop a tool to get rapid feedback of the impact of your gaming and training.</li> <li>• Define a strategy to have participants perform your gaming and training evaluation.</li> </ul> <p>Organizations evaluate 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><b>Phylise Banner</b>  <i><b>Masquerade of Learning: Gamified Strategies for Corporate Training Success!</b></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 storytelling techniques. Learn to create captivating training modules that elevate employee</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> <p>I've developed the tools to easily produce immediate evaluation results on the impact of training programs on the business and transfer of learning, and have them available to participants, and their supervisors, which makes them easy to collect by learning and development leaders and designers, including game designers.</p> <p>This presentation will cause many to rethink their approach of gaming and training evaluation.</p>	<p>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>
<p><b>10:00-10:15 AM</b></p>	<p>Krewe Float Fabrication: Unleashing Creativity and Construction</p>	
<p><b>10:15-10:30 AM</b></p>	<p>BREAK</p>	
<p><b>10:30-11:30 AM SEGMENTED BREAKOUTS</b></p>	<p><b>Masquerade Mastery: Understanding Your Players through Personas</b></p>	
	<p><b>Chuck Sigmund</b> <i><b>Mystic Persona Alchemy: Unleashing Advanced Gamified Learning through Mardi Gras-inspired Player Personas!"</b></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>Get ready to unleash the full potential of gamified learning adventures!</p>	<p><b>Anirudh Cheruvu</b> <i><b>Carnival Characters: Crafting Player Personas for Gamified Learning Adventures!</b></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>
<p><b>11:30-11:45 AM</b></p>	<p>Krewe Float Fabrication: Unleashing Creativity and Construction</p>	
<p><b>11:45 AM-12:45 PM</b></p>	<p>Training Magazine Sponsored Hot Lunch Served</p>	



1:00-3:00 PM	<p><b>Carnival Competition: Who Will Be Crowned the Gamification Champion?</b>          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 PM	Krewe Float Fabrication: Unleashing Creativity and Construction	
3:15-3:30 PM	BREAK	
3:30-4:30 PM SEGMENTED BREAKOUTS	<b>The Jester's Journey: How to Build a Narrative that Engages and Delights</b>	
	<p>Jefferson Ballroom  <b>Richard Vass</b>  <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"> <li>• What makes stories memorable.</li> <li>• How to incorporate the hero's journey in your training.</li> <li>• How gamification elements help balance rewards with challenges.</li> <li>• Examples of training challenges conquered with heroic flair.</li> </ul>	<p>Parish Room  <b>Valary Oleinik</b>  <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 as 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 PM	BREAK, Dinner on Your Own, Travel to offsite location – NOLA BREWING	

<b>The Big Easy After Dark: Learning and Fun in NOLA's Best Breweries</b>	
7:00-9:00 PM Off-site event NOLA BREWING	<p>NOLA BREWING          Mardi Gras Madness and Marketplace (Sponsor Showcase and Gameplay)  <b>Artrell Williams, MC</b>  <i>Mardi Gras Marketplace: Learn How Our Sponsors Can Transform Your Learning Experiences</i></p>

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!

**Tuesday, September 19**

**7:30 am – 4:00 pm**

7:30-8:15 AM	<b>Mardi Gras Media Magic: Creating Engaging Content with BYOD Tools</b>	
	<p><b>Doc Yavelberg</b>  <b><i>Techno Mardi Gras: Unleashing the Magic of Software &amp; AI for Animation, Graphics, and Video Creation!</i></b>          Join us for an electrifying morning session at Techno Mardi Gras! Bring your own device and immerse yourself in a hands-on experience where software and AI meet the world of animation, graphics, and video creation. Discover how to craft stunning visuals and captivating videos using cutting-edge 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!</p>	<p><b>Renee Boisvert</b>  <b><i>Game Bits and Flavor Bites!</i></b>          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 huge 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 bytes" to draw together your theme and learning outcomes in an immersive way.</p> <p>Come away from the session with cool tools and resources for both analog and digital programs. –</p> <ul style="list-style-type: none"> <li>• Identify "bits and bytes" you have encountered previously, including those which have been employed leading up to and during this GamiCon event.</li> <li>• Explore a variety of components and the purpose they serve, both for ambiance and for learning.</li> <li>• Employ a specific process to generate unique ideas for your own gamification project.</li> <li>• Create specific tools including puzzles and digital randomizers.</li> </ul>
8:30-9:00 AM	<p><b>KEYNOTE</b>  <b>Jonathan Peters, PhD</b>  <b><i>The Carnival of Minds: Unleashing the Power of the Extended Mind in Learning</i></b></p>	



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 AM** **Bourbon Street Basics: How to Build Effective Learning Objectives that Drive Results**

<p><b>Megan Torrance</b>  <i>Data &amp; Analytics for Instructional Designers</i>          This session addresses the specific needs of L&amp;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 &amp; hypotheses, what it means to design for data, and the steps you'll take to extract, clean, and analyze it.</p> <p>Along the way, case studies and examples from Megan's <b>NEW</b> book will be shared so you can see how it's done!</p>	<p><b>Betty Dannewitz</b>  <i>Learning Parade: Crafting Vibrant Outcomes for Gamified Learning Adventures!</i>          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.</p> <ul style="list-style-type: none"> <li>• Embrace the festive spirit of Mardi Gras as we explore the art of crafting engaging and impactful learning objectives.</li> <li>• 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.</li> </ul> <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>
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**10:00-10:15** Krewe Float Fabrication: Unleashing Creativity and Construction

**10:15-10:30 AM** BREAK

**10:30-11:30 AM** **Gamify the Future: Unleashing AI's Power in Learning Adventures!**

<p><b>Scott Provence</b>  <i>Masked Conversations: Mastering Advanced AI-Driven Branching Scenarios for Difficult Dialogues!</i>          Immerse yourself in the world of Masked Conversations, an advanced session where Mardi Gras meets AI-driven learning!</p> <ul style="list-style-type: none"> <li>• Explore the power of AI in crafting intricate branching scenarios and writing scripts for challenging conversations.</li> <li>• Discover how gamified and game-based learning techniques can transform difficult dialogues into engaging and impactful experiences.</li> </ul>	<p><b>Sherry Prindle</b>  <i>Real World Use of Artificial Intelligence in All Aspects of Learning Development</i>          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</p>
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	<ul style="list-style-type: none"> <li>Unlock the secrets of designing interactive simulations that enhance communication skills, empathy, and conflict resolution in adult education and corporate training.</li> </ul> <p>Join us for hands-on exercises and expert guidance as we dive into the realm of AI-powered learning adventures.</p> <p>Prepare to unleash the potential of AI and gamification to create transformative learning journeys</p>	daily workload and increase the quality of the results you produce.
<b>11:30-11:45 AM</b>	<b>Krewe Float Fabrication: Unleashing Creativity and Construction</b>	
<b>11:45 AM-12:45 PM</b>	Training Magazine Sponsored Hot Lunch Served	
<b>1:00-3:00 PM</b>	<b>The Art of Parade Planning: Craft an Unforgettable Player Journey that Delights and Surprises</b>	
	<p><b>Bernardo Letayf</b>  <b><i>Masquerade Carnival: Exploring Player Journeys through an Analog Game of Feedback</i></b>  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 hands-on 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>	
<b>3:30-4:00 PM</b>	Float Parade and Awards, <i>Mardi Gras Mayhem Game</i> Wrap Up and Awards, Celebration and Next Steps	
<b>4:00 PM</b>	TechLearn Kickoff and GAMIFICATION THROWDOWN AWARDS	

**GamiCon NOLA**  
**September 17-19, 2023**  
**A Co-located Gamified Event with Training Magazine's TechLearn Conference**

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!**