GamiCon Austin

September 15-17, 2024
Austin, TX
Gamification Project Throwdown Application
Submission Deadline: **Monday, July 15, 2024***

About GamiCon Austin

[Training Magazine's 2024 TechLearn Conference](#) and [Sententia Gamification](#) are delighted to bring to you the ONLY conference that focuses on gamified and game-based learning for corporate training and adult education.

GamiCon Austin **2024** 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 *GamiCon Austin* 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 *Shifting Gears in Gamified and Game-Based Learning*.

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 call for entries to the *GamiCon Austin* Project Throwdown is open until July 15, 2024. For consideration, projects must have been implemented in 2023 or 2024. Please note, speculative and unfinished projects will not be accepted.

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 the 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 the 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@SentientiaGames.com. *GamiCon* will send an email in response to confirm receipt of each submission.

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, 12 finalists will be selected by the *GamiCon* Throwdown Acceptance Committee. The 12 finalists will then be notified and scheduled to showcase their projects to all *GamiCon Austin* attendees so that participants and judges can ask you questions about your design and development process.

The winners will be selected by a panel of Gamification Master Craftsmen who evaluate the projects. 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:
• Best High Tech
• Best Low Tech
• Best Use of Narrative
• Best Overall Use of Gamification
• Best Overall Use of Game-based Learning

Throwdown Winners will be announced on Tuesday, September 17, 2024, at the Training Magazine TechLearn Kick-Off Event.

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 LIVE at *GamiCon Austin*.

The primary presenter must register for *GamiCon Austin,* and receives a 50% discount on their *GamiCon* registration fee.