



**ADVENTURE AWAITS**





Sententia Gamification and TechLearn are delighted to announce they've teamed up to create an **ALL-NEW** exhilarative program for the gamification of learning.

*Camp GamiCon* is a totally collaborative virtual space with campers and 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!

*Welcome to*

# CAMP GAMICON







Betty Dannewitz



Destery Hildenbrand

How will  
you  
deploy your  
program?

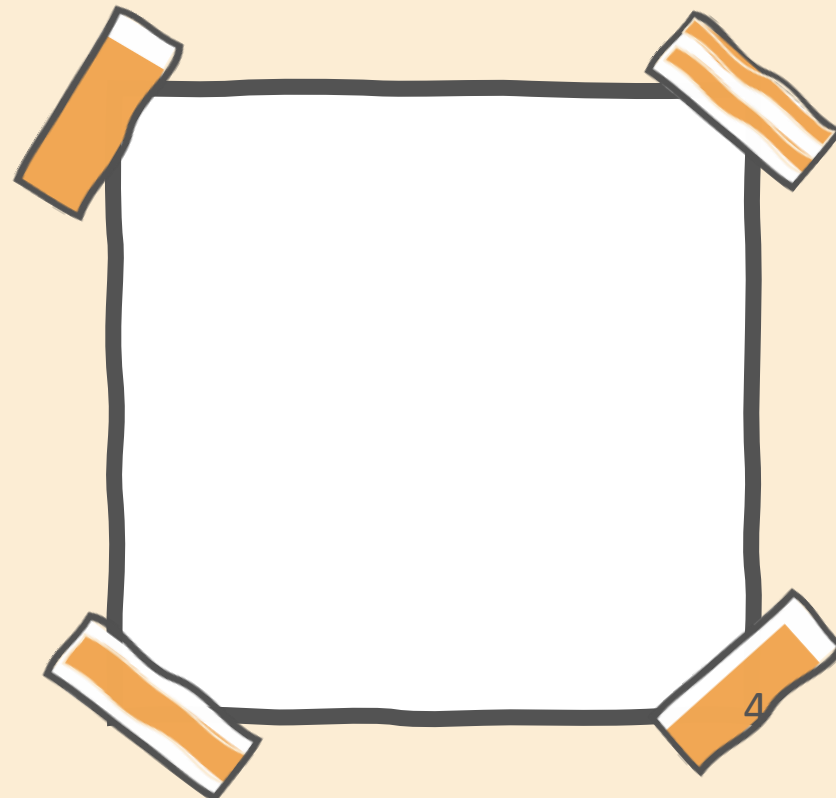
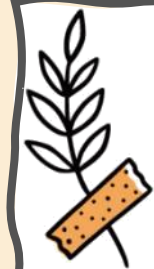
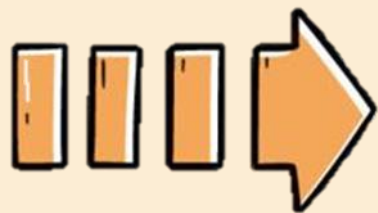
## BONUS EVENT: Campground ScavengAR Hunt

### A 90-minute Augmented Reality Playshop

Developing with AR is easier than it has ever been, and gamified learning is the perfect use case! Explore how to build an effective, engaging, and immersive AR scavenger hunt. Identify tools to easily get started creating your AR and learn how to include game elements while building.

The techniques and tools you use in this session can be applied to any of your core curricula, staff meetings, special events, or new hire orientation.

Leave this session with the information you need to start creating your own gamified AR experiences TODAY!



WISH  
-list-



Scott Provence

Define  
measurable  
objectives

Form  
relevant  
measurable  
key results

A 90-minute Write Your Own  
Objectives and Key Results Playshop

### Why Villains Always Lose: A Game-based Exploration of How to Set and Achieve Your Work Goals

Ever wonder why genius supervillains fail to take over the world? In this session, use game-play and business-based research to accomplish your own version of world domination.

More than just a hands-on learning session, this playshop will also give you ready-to-deploy tools you can use to set and achieve actual business goals within your teams and your organization. Through case-studies and interactive exercises, award-winning trainer Scott Provence will show you how you too can take over the world.

## Objectives and Key Results







# BRIGHT IDEAS

## Rule the World: The Game for Writing OKRs

### The Story

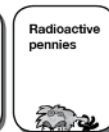
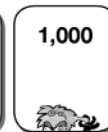
You're an *evil genius* trying to set a goal for global domination.

### The Mechanics

*Collect cards* to form Key Result statements.

### The Learning

Write *Key Results*; group them under *Objectives*.



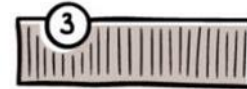
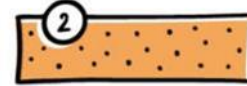
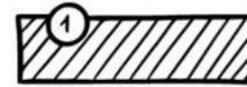
Who will be  
playing  
your  
game?



Jonathan Peters, PhD  
Sententia Gamification Chief Motivation Officer

### A 90-minute Draft Your Learner Persona Playshop

Get ready to create at least one learner persona for a program you will be designing, so that you can determine what game mechanics THEY will enjoy and avoid the ones that will cause them to wander away.





When we design  
for everyone, we  
end up designing  
for ourselves.

Before you begin  
creating, you  
need to know  
whom you're  
creating for.

And this is where  
Learner  
Personas come in.





Bernardo Letayf



## A 90-minute Create Your Own Journey Playshop

Players will use an analog version of the BLUErabbit ([www.bluerabbit.io](http://www.bluerabbit.io)) platform that will allow you to create content ready to post in a digital format.

Define the rewards and rewards system for your and learn how to properly balance an extrinsic rewards system.

Mix competition, collaboration, challenges, and achievements

Apply game mechanics that motivate your players

Just like with games that offer players the chance to try again, win to unlock and level up, learning content can be designed with these key features to keep learners coming back for more.

YES!



## A 90-minute Character Creation Playshop

Including compelling characters in your games creates opportunities for fostering a sense of connection, empathy, ownership, and meaning for learners while they experience the narrative you designed.

Learn how characters contribute to your games. Build a character with their own physical, social, and psychological blueprint and then build the structure for a narrative based on what drives that character. Play with examples of how to use characters in games and other gamified experiences.



Hadiyah Nuriddan

Craft plot,  
characters,  
conflict, and  
resolution



## CHARACTER IDEAS



## A 90-minute Virtual Reality Playshop

Gaming requires players to perform in some type of action as part of the gameplay. This typically entails completing a sequence of challenges or activities.

At some point during the gameplay, the player will commit an error or 'get things wrong.' This error results in some type of consequence for the player, which varies in severity from losing a life, to losing privileges or points, to having to start from the beginning.

Let's explore and experience **gameplay and consequences**.



Give  
feedback to  
encourage  
continued  
play





## REFLECTIONS ON VR





Robin Sargent

Apply the  
right mix of  
learning  
activities

Map the  
overall  
sequence  
of events

List learning  
and  
training  
objectives

A 90-minute Learning Objectives  
to Drive Results Playshop

### GAMIFIED LEARNING RECIPE: Make Sure the Learning Experience Isn't Half-Baked

Learn the recipe for gamified learning theory by carefully  
selecting ingredients that make your course a fully baked idea.

Get clarity on how to write clear and accurate learning  
objectives and gain insight to support those objectives with  
various game mechanics.



## A Recipe for Learning Objectives



"AHA" MOMENTS





## A 90-minute Designing Your Player Journey Playshop

A Player Journey can be used to guide players towards specific goals and deciding which journey you want to send players on is only the start.

Create, test, and review your player journey. Try your hand at creating a chatbot? Bring it on!

**A good journey will have twists and turns. Can you go overboard?**



Apply game mechanics that motivate your players

Identify the game elements you will use



## IDEAS ON POWERING AN AI CHATBOT



Prototype,  
playtest,  
and  
iterate



Megan Torrance

### A 90-minute Low-resolution Prototyping Playshop

In this playshop, we'll explore the concepts and techniques for low-resolution prototypes to get you that input on your work early.



Check list



# PROTOTYPE AND PLAYTEST



Create An Even Better Product!



David Castañeda Pardo



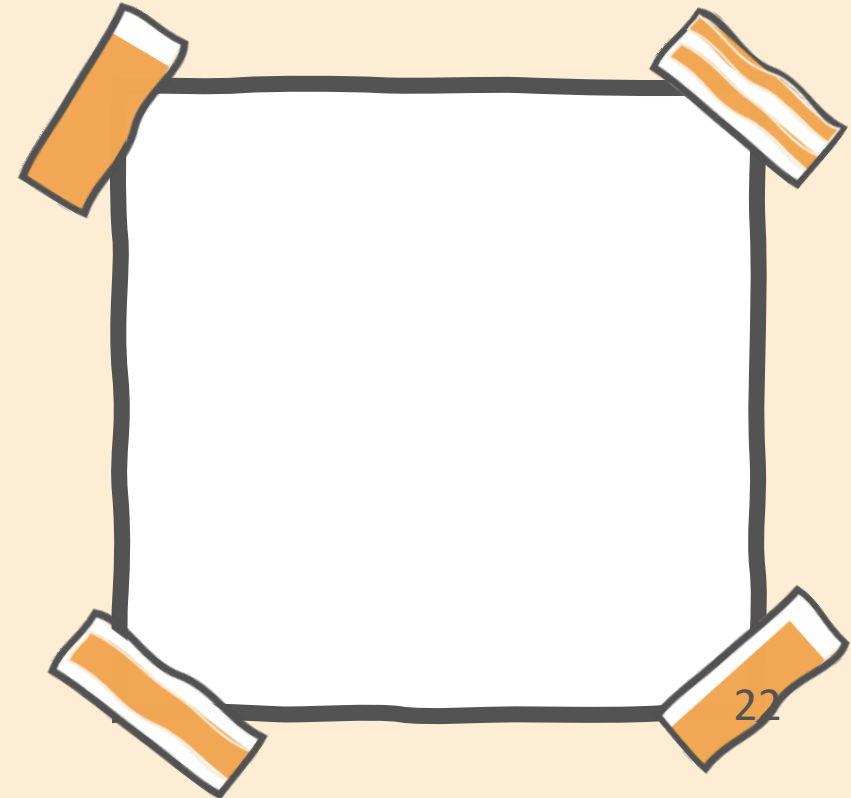
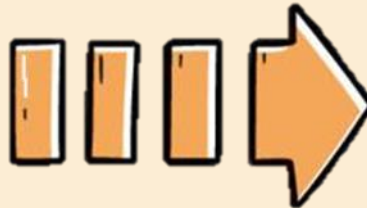
### A 90-minute Playtesting Playshop

How can you use a motivation driver's perspective to test your game designs in a more integrative way?

Check the different qualities of how your player feels and thinks while playing. Playtest your prototypes so that you can iterate and make the best of your learners' motivational drivers for your design!



Lina M. Parra Ante



## Check list




# NOTES



FUN... it's in your DNA

# NOTES



Put an END to Dry, Dull, and Boring!



# NOTES



Ask yourself, "Is this FUN?"

# NOTES



Be willing to hear "your baby has wonky ears."

## Throwdown Judges Panel



Jean Marrapodi



Javier Velasquez



Naomi Pariseault

What emotions do you want your players to experience?

Appeal to the different senses

Tie together the project into a cohesive whole

Recheck each stepping stone

### What Does It Take to Create an Award-Winning Program?



# THE TECH TEAM



Ian Coleman



Keith Lillico



Wesley Ball



Steve Abrams



# CAMP COUNSELORS



Renee Boisvert



Robin Rokisky



Terri Coleman



Ben Rome



Therese McCoy



Catherine Hanna



Minghui Wang



# CAMP COUNSELORS



Cindi Acree



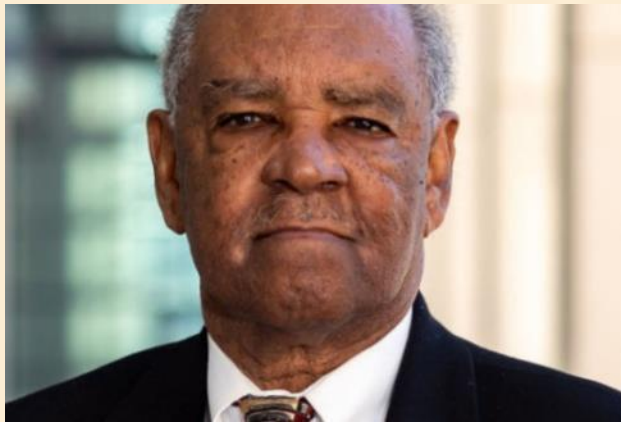
Samantha Wilkinson



Joshua Barol



Jeffrey Riley



Frank Parker



Tracey Stokely



Donna Gintz



Leslie Early

# CAMP COUNSELORS



Fiona Gironella



Doc Yavelberg



Julie Stelter



Paula Kelly



Tony DeRose and Olivia



Rasha Morsi



Sharon Goza



Shawn Schooley





# Camp GamiCon Design Challenge

Thursday  
November 4th  
After Hours