



The only event exclusively for the design and delivery of gamified corporate training, adult learning, employee motivation and productivity, innovation, and culture change.

[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).

Sunday, September 18 5:00 – 8:00 pm

Camp GamiCon 2022 Kickoff:

Offsite event TBD

Monday, September 19 8:30 a.m. – 8:00 p.m.

Reporting for Duty!

Training is an integral component of career preparation within the International Intelligence Agency's (IIA) Directorate of Intelligence (DI). Agents in the IIA's Directorate of Intelligence are called upon to provide timely and accurate intelligence analysis to leaders and senior policymakers across the globe. Intelligence provided by members of the DI includes a full range of creative and analytical assessments and outcomes to sustainably drive employee engagement, learning, and performance.

Monday Schedule Overview

8:30 a.m. – 12:00 noon	Briefing Sessions
12:00 noon – 2:30 p.m.	Lunch and Project Throwdown Competition
2:30 p.m. – 4:30 p.m.	Hands-on Aptitude Labs
6:00 p.m. – 8:00 p.m.	Survival Skills Escape & Evasion <i>Offsite event TBD</i>

Briefing Sessions

World-class operatives will brief participants on the latest techniques and strategies in creative and analytical assessments and outcomes to engage adult learners. You'll learn how to go beyond points, badges and leaderboards and use all the mechanisms and strategies that make games exciting and addictive. These sessions give you the chance to learn more about gamification while discovering ways that you can incorporate gamified elements to enhance your own instruction.

Hands-On Aptitude Labs

These labs focus on innovative ways of thinking and application of the content presented in the morning sessions. By actively 'doing,' participants will get to experiment with effective strategies for applying gamification to learning contexts, investigate and seek more information on gamified course elements, and uncover potential gaps between theory and practice.

Camp GamiCon Project Throwdown

The GamiCon Project Throwdown Awards recognize excellence in gamification strategy design and implementation in the L&D, HR, and Adult Education Community. A showcase of low-tech, no-tech, and technology-based gamification of learning projects with 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 the designers and developers, about the strategies, tools, and processes used to build them.

All entries are judged on creativity, innovation and overall effective use of gamification in L&D, HR, or Adult Education. Winners are selected by a panel of Gamification Master Craftsman and recognized L&D experts. Category winners will be announced on Tuesday evening at the Training Magazine TechLearn Conference Kick-Off Event.

Categories of evaluation are:

- Excellence in No-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

Applications to participate in the Gamification Project Throwdown can be downloaded at <https://gamicon.us/throwdown>. The deadline to apply to participate is Monday, August 1, 2022.

Survival Skills Escape & Evasion Offsite event TBD

GamiCon offsite evening events offer you the chance to make connections, share new ideas, and craft solutions for your puzzling challenges all wrapped in a fun theme-based experience that is guaranteed to be a highlight of the conference.

Tuesday, September 20 8:30 am – 4:00 pm

Extreme Instruction

The disengaged learner can wreak havoc in an organization. Discover how to build the actions, rewards, and incentives that will create the motivation that your learners need to stay engaged and meet professional development goals. You will be immersed throughout the day in realistic scenarios where you will be expected to incorporate basic tactics, investigative techniques, and strategies to make effective and meaningful gamification design decisions.

Tuesday Schedule Overview

8:30 a.m. – 12:00 noon	Undercover Alley
12:00 noon – 1:00 p.m.	Lunch

1:00 p.m. – 4:00 p.m.

Hands-on Aptitude Lab

4:30 pm–6:30 pm

TechLearn Conference Kickoff & Reception

GamiCon Throwdown Awards

Undercover Alley

At Undercover Alley, new agents are taught the latest tactical techniques, tools, and platforms that the gamification industry has to offer to create immersive training experiences. You will experience exploration and progression as you play with the latest in gamification platforms and low-tech frameworks. This escape room format moves briskly, and the adventure culminates with time allowed for open networking or seeking out someone who you met during the event to continue the conversation and let the **Camp GamiCon** sponsors know who you are and what you are looking for. The fast pace, combined with the high level of energy in the room, guarantees you'll have fun, generate new ideas, and meet those who can directly help you.

Hands-on Aptitude Lab

You'll be guided through a design adventure that will open your mind to new ideas, new tactics, and new discoveries about the way adults learn. You will investigate irregular activities, process evidence, conduct interviews and searches, interact, and share with experts, and prototype a gamified solution.

Training Magazine TechLearn Conference Kick-Off Event and GamiCon Throwdown Awards

[Training magazine's TechLearn 2022 Conference](#) is designed for learning and development professionals who want to leverage the latest in learning research and training technologies to improve workplace performance. Topics and content include Design, Implementation, Evaluation, Assessment and Testing, eLearning, Adaptive Learning Virtual Classrooms, Games & Simulations, Social Learning, Augmented Reality, Artificial Intelligence, and more.

For more information on attending or sponsoring this event, please contact our Gamemaster, Monica Cornetti at guru@sententiagames.com.