



Buckle up for GamiConATX24: Shifting Gears in Gamified and Game-Based Learning

GamiConATX24 is where the usual cruise control in corporate training gets a nitrous boost. This immersive live event, hosted at the prestigious University of Texas campus in Austin, is the premier destination for L&D professionals eager to turbocharge their design and delivery skills with gamification and game-based learning. Across all training formats—be it instructor-led, virtual, asynchronous, e-learning, blended, or hybrid, you will engage in hands-on sessions, collaborate with industry pioneers, and explore cutting-edge tools and techniques that promise to accelerate learner engagement and drive performance.

Whether you're fine-tuning your existing courses or building new tracks from the ground up, GamiConATX24 is your pit stop for the skills and insights needed to win the race in corporate education. Join us in Austin, add some nitrous to your strategies, and let's burn rubber on the track of next-gen corporate training.

Sunday, Sept. 15 7:00-9:00 p.m.	
Kick Off Event – Offsite 7:00 - 9:00 p.m. Offsite Event	<p><i>Secret Formula: A One-Night-Only Secret Race to Kickstart GamiconATX24</i></p> <p><u>Michiel van Eunen</u> Experience Designer Living Story</p> <p>Secret Formula is a custom-made event game by Living Story, produced for the GamiconATX24 kickoff in Austin, Texas.</p> <p>The game itself will run for 60 minutes (excl. introduction & wrap-up). It will be a fun and exciting game, with a lot of interaction between you and other participants. It will prime the players for 2 days of gamification & game-based learning. Meanwhile it will be a great game-based-learning example in and of itself. Secret Formula is powered by Chitter, the game-based networking and event app.</p>

Monday, September 16 8:00 a.m. – 5:00 p.m.			
8:00 - 8:30 a.m.	Official GamiConATX24 Registration and Coffee		
8:30 - 9:00 a.m.	<p><i>Welcome to the World's Leading Conference for Gamified and Game-Based Learning</i></p> <p>GamiCon Gamemaster: <u>Monica Cornetti</u>, M.S. EDE Founder and President Sententia Gamification</p> <p>Start Your Engines... It's time for <i>Circuit Quest: The GamiCon Grand Prix Challenge</i></p> <p>Get set for the <i>GamiCon Grand Prix Challenge</i>, where you along with the other attendees compete in gamification puzzles to advance their cars on a custom racetrack for a chance to win exciting prizes! Receive a race packet with challenges that propel your car forward and earn points for prize purchases. Track standings will be reported live so you can aim for victory before the end of GamiCon on Tuesday. Prizes for the top racers and teams include F1 Lego kits, official gear, and more. Join us at GamiConATX24 for this thrilling blend of learning, competition, and fun!</p>		
9:00 - 10:30 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><i>Narrative Overdrive: Fueling Engagement with Powerful Stories</i></p> <p><u>Artrell Williams</u>, CPTM Manager of Learning and Development</p> </td> <td style="width: 50%; vertical-align: top;"> <p><i>Persona Pit Stop: Customizing Your Course for Peak Performance</i></p> <p><u>Chuck Sigmund</u>, M.Ed. President</p> </td> </tr> </table>	<p><i>Narrative Overdrive: Fueling Engagement with Powerful Stories</i></p> <p><u>Artrell Williams</u>, CPTM Manager of Learning and Development</p>	<p><i>Persona Pit Stop: Customizing Your Course for Peak Performance</i></p> <p><u>Chuck Sigmund</u>, M.Ed. President</p>
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	<p>Sumitomo Rubber, USA</p> <p>Unlock the power of storytelling in this immersive session aimed at elevating learner engagement through compelling narratives. Create deep emotional connections by developing intricate characters and engaging plots that resonate with your audience. This workshop will provide strategies to integrate storytelling seamlessly into educational content, enhancing its impact and captivating learners. By mastering these narrative techniques, you'll transform mundane content into memorable learning experiences that inspire and educate. Refine your storytelling skills and make your educational initiatives unforgettable.</p>	<p>ProMobile BI</p> <p>Develop player personas in this session designed to maximize game engagement. Gain the tools to analyze your audience's demographics, behaviors, and motivations thoroughly. By crafting detailed player personas, you can tailor the gaming experience to meet specific player needs effectively. This approach not only enhances engagement but also ensures that your game design resonates with your target audience, leading to more meaningful and impactful interactions. Transform your game's appeal with precision.</p>
<p>10:30 – 11:00 a.m.</p>	<p>Play the <i>GamiCon Grand Prix Challenge Game</i> and BREAK</p>	
<p>11:00am-12:00 noon</p>	<p><i>Survival Race: Navigate Your Way to Safety</i> Jeffrey Riley, M.S. Ed. Owner and Founder Practical Learning Concepts</p> <p>Explore the innovative use of artificial intelligence in creating a survival-themed adventure using Articulate Storyline in this detailed session. Discover how AI can enhance research and narrative development all the way through to the final game implementation. You will then get to engage directly with the game, making strategic decisions and solving L&D-themed challenges to maneuver from treacherous wilderness to safety. Experience firsthand how AI integration transforms storytelling and decision-making in game-based learning environments. Will your strategies allow you to survive the elements? Join us to find out.</p>	<p><i>Race to Reinvent: Card Game Makeover</i> Sharon Goza, M.S. CS CEO Game2Learn</p> <p>Repurpose simple card games into engaging educational tools. Discover innovative techniques to redesign classic gameplay, enhancing learner engagement and reinforcing key concepts through play. Perfect for educators and trainers looking to add a creative twist to their instructional strategies, this session promises to unlock new potential in analog game design. Dive into the process, share ideas, and leave with a card game uniquely tailored to your training needs.</p>
<p>12:00 noon-1:00 pm</p>	<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> <p>Experience an exclusive 'Lunch & Learn' experience, where knowledge meets nourishment. Hosted by Training Magazine, this plated sit-down meal offers more than just delightful cuisine. Each table will be hosted by one of our esteemed speakers or generous sponsors, featuring themed discussions on various topics of interest. This is a perfect opportunity to connect with industry leaders, delve deeper into specific areas of expertise, and network with peers in a relaxed, conversational setting. Choose your table based on the discussion topic that intrigues you the most and enjoy enriching conversations over a delicious meal. Don't miss out on this unique blend of culinary and intellectual nourishment!</p>	
<p>1:00 – 1:30 p.m.</p>	<p>Play the <i>GamiCon Grand Prix Challenge Game</i> and BREAK</p>	
<p>1:30 - 3:30 p.m.</p>	<p>Grand Prix Throwdown: The Ultimate Learning Design Race</p>	



	Strap in for the high-stakes Throwdown at GamiCon 2024, where the apex of adult learning meets the precision of Formula 1. Selected finalists will line up to showcase their standout gamified and game-based learning projects to a panel of expert judges and an audience of peers. https://gamicon.us/throwdown
3:30 – 4:00 p.m.	Play the <i>GamiCon Grand Prix Challenge Game</i> and BREAK
4:00 – 5:00 p.m.	<p><i>Keynote</i> <u>Andy Soucek</u> Vice President of Motorsports Circuit of the Americas</p> <p>Experience an exhilarating keynote with a distinguished guest <u>Andy Soucek</u> from the <u>Circuit of The Americas</u>, a premier motorsports and entertainment venue in Austin, Texas. As an experienced F1, F2, and F3 driver and the Vice President of Motorsports at COTA, our speaker brings a unique perspective on the thrilling world of Formula 1 racing and the operational complexities of managing a world-class racing venue. In his talk, he will share insights into the evolution of COTA as a pinnacle of motorsport excellence in the U.S., its role in hosting the FORMULA 1 UNITED STATES GRAND PRIX™, and its impact on global motorsport culture. You will gain a deeper understanding of the interplay between high-stakes racing, venue management, and the innovative strategies that position COTA as a leader in sustainability and motorsports entertainment. Discover the behind-the-scenes dynamics that contribute to the success of major international events and how these experiences can translate into broad leadership and operational lessons.</p>
5:00 – 7:00 p.m.	BREAK, Dinner on Your Own, Travel to offsite location

<p>After-Hours 7:00 - 9:00 p.m. Off-site event</p>	<p><i>Trackside Twilight: High-Octane Learning in an Iconic Austin Hot Spot</i> <u>Destery Hildenbrand, M.S. in Ed. Tech</u> XR Solution Architect <u>Intelleyz</u></p> <p>Our after-dark events are your pit stops for networking with gamification enthusiasts in the fast lane of fun. Led by a fan favorite, <u>Destery Hildenbrand</u>, XR Solution Architect at <u>Intelleyz</u>, where we will play with the craft of creating engaging, effective, and exciting learning experiences through a mix of strategy, technology, and multimedia design. Joined by Sententia Director of Programs and Gamification Master Craftsman, <u>Renee Boisvert</u>, you'll have the unique opportunity to dive into an immersive AR experience. Together, they will guide you through an innovative AR game where you interact with event sponsors and design your own custom F1 car using cutting-edge augmented reality technology. This hands-on session not only highlights the latest trends in AR but also lets you apply these tools in a playful, interactive setting.</p> <p>A highlight of the evening will be to celebrate the creativity and innovation of our winners during the <i>GamiCon Throwdown Awards Presentation</i>. This special ceremony will honor the champions of the Throwdown challenge, showcasing their outstanding contributions to gamification and game-based learning. Join us as we award the trophies in a festive atmosphere, complete with networking opportunities, light refreshments, and a chance to applaud your peers for their exemplary work in pushing the boundaries of educational design. Don't miss this memorable evening where we recognize the best in gamification excellence!</p> <p>Savor the local scene at one of Austin's most iconic venues, complete with craft brews and Texan bites, all while soaking in insights from leaders in gamification and game-based learning. Don't miss this chance to connect with peers, unleash your creativity, and get a firsthand look at how AR can transform learning and engagement in any industry. Raise a glass to innovation under the Austin stars at our after-hours event – your fast track to excelling in gamified learning.</p>
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Tuesday, September 17 8:30 a.m. – 4:30 p.m.			
8:30 - 9:00 a.m.	Play the <i>GamiCon Grand Prix Challenge Game</i>		
9:00 – 9:15 a.m.	<i>Recap of the Monday Night After-Hours Event</i> <u>Destery Hildenbrand</u> <u>Renee Boisvert</u>		
9:15-10:15 a.m.	<i>Shifting Gears: How Gamification Fuels Learning with Powerful Analogies</i> <u>Jonathan Peters, PhD</u> Chief Motivation Officer Sententia Gamification Discover the transformative power of analogies in gamification. This session delves into how strategic analogical thinking can enhance learning experiences, making complex concepts more accessible and engaging through gamification. Discover practical strategies to implement gamification effectively in your educational or corporate training programs, driving home key points and boosting retention. Whether you're new to gamification or looking to refine your approach, this session will provide valuable insights into leveraging analogies for optimal learning outcomes.		
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10:30-12:00 Noon	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <i>Accelerate Career Progress: Micro Credentialing in the Fast Lane</i> <u>Doug Wallace</u> President Tiny Awards Unlock micro credentials to transform professional development. Discover strategies to design and implement these targeted certifications that enhance skill verification, increase employability, and adapt to the evolving demands of today's fast-paced industries. You'll gain insights into creating programs that provide tangible benefits and recognition for professionals, making it ideal for educators, HR professionals, and business leaders seeking to improve workforce capabilities and career advancement opportunities through focused, competency-based achievements. </td> <td style="width: 50%; vertical-align: top;"> <i>Take Pole Position: Leadership Development Through Game-Based Learning</i> <u>Bhaskar Thyagarajan</u> Founder Kairos Transform leadership development with serious games-based learning. This tactical session provides an end-to-end guide, from defining competencies to designing impactful journeys. Benefit from ready-to-use case studies, tools, and templates. Engage in gameplay and social learning, with specific guidance on selecting games and activities to ensure learning translates into real-world impact. Equip yourself with the strategies needed to revolutionize leadership training in your organization. </td> </tr> </table>	<i>Accelerate Career Progress: Micro Credentialing in the Fast Lane</i> <u>Doug Wallace</u> President Tiny Awards Unlock micro credentials to transform professional development. Discover strategies to design and implement these targeted certifications that enhance skill verification, increase employability, and adapt to the evolving demands of today's fast-paced industries. You'll gain insights into creating programs that provide tangible benefits and recognition for professionals, making it ideal for educators, HR professionals, and business leaders seeking to improve workforce capabilities and career advancement opportunities through focused, competency-based achievements.	<i>Take Pole Position: Leadership Development Through Game-Based Learning</i> <u>Bhaskar Thyagarajan</u> Founder Kairos Transform leadership development with serious games-based learning. This tactical session provides an end-to-end guide, from defining competencies to designing impactful journeys. Benefit from ready-to-use case studies, tools, and templates. Engage in gameplay and social learning, with specific guidance on selecting games and activities to ensure learning translates into real-world impact. Equip yourself with the strategies needed to revolutionize leadership training in your organization.
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1:00-1:30 p.m.	<i>GamiCon Grand Prix Challenge Game Winners and BREAK</i>	
1:30-2:15 p.m.	<p><i>Racing Through Time: Tracing the Evolution of Game Mechanics and Their Impact</i> Bret Wardle Product Strategy UX Gamification Neumont College of Computer Science</p> <p>Explore the rich history of game mechanics in our session on the evolution of games, from ancient times to the modern \$200B industry. Learn about the origins and impacts of key mechanics like high scores and branching dialog trees. Understand the societal influences behind popular mechanics and discover iconic games that have shaped our culture. This journey through gaming history will enhance your perspective on using games as effective learning tools, providing insights into their psychological appeal and societal context.</p>	<p><i>Escape Room Design Sprint: A 45-Minute Masterclass</i> Michiel van Eunen Experience Designer Living Story</p> <p>Jumpstart your journey into immersive learning with Michiel van Eunen's Escape Room Design Sprint. This 45-minute masterclass distills two decades of experience into practical insights for creating captivating escape room experiences. Discover proven strategies and actionable tips to design your own educational escape rooms, enhancing engagement and learning outcomes. Ideal for educators and trainers eager to explore the dynamic world of game-based learning.</p>
2:15-2:30 p.m.	BREAK	
2:30-3:15 p.m.	<p><i>Behind the Scenes: Deconstructing the GamiConATX24 Experience</i> Leah Carrubba, M.Ed. Senior Advisor, Dell Financial Services L&D Team Dell Technologies</p> <p>Peel back the layers of this dynamic event to explore the instructional design strategies that made it a success. Discover the thought process, challenges, and innovative solutions involved in crafting an engaging gamification conference. This session will provide valuable insights into the planning and execution of gamified learning experiences, offering you a roadmap to apply these principles to their own projects. Join her to reflect on the design elements included in each part of the event so that you leave with practical takeaways to leverage in your next educational endeavor.</p>	
3:15-4:00 p.m.	<p>Monica Cornetti – The Future of Gamification Wrap up and Next Steps</p>	
4:30-6:30 p.m.	<p><i>Tech Learn CONFERENCE KICKOFF AND RECEPTION: Innovations in Training Test Kitchen</i></p> <p>You are invited to be part of the TechLearn 2024 kickoff and reception — including drinks and snacks, a welcome from <i>Training</i> magazine's Editor and Publisher <i>Lorri Freifeld</i>, and the ever-popular Innovations in Training Test Kitchen!</p> <p>Immerse yourself in hands-on experiences with cutting-edge learning technologies and design techniques. Craft unique "recipes" by combining these new "ingredients" to create transformative learning solutions. Rotate through various demo stations every 15 minutes, gathering invaluable insights and tips along the way. Expand your knowledge, network with industry pioneers, and unlock the secret recipes for success in the ever-evolving landscape of L&D!</p>	