



## 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.

<p><b>Kick Off Event – 7:00 - 9:00 p.m.</b>  <b><u>Fast Friends Beer Co.</u></b>          7313 N Interstate 35          Frontage Rd          Austin, TX 78744</p>	<p><i>Secret Formula: A One-Night-Only Secret Race to Kickstart GamiconATX24</i>  <b><u>Michiel van Eunen</u></b>  <b>Experience Designer</b>  <b>Living Story</b></p> <p>Kick off <i>GamiConATX24</i> in style at the <b><i>Secret Formula</i></b> event, an exclusive game night designed by <u>Michiel van Eunen</u> of Living Story. Held at one of Austin's newest venues, <u>Fast Friends Beer Company</u>, this one-of-a-kind gathering combines the thrill of game-based learning with the relaxing ambiance of a southern oasis. Tucked away on acres of green space, <i>Fast Friends</i> offers the perfect backdrop for fostering new connections and enjoying an evening of fun and interactive play. This event is not just a game; it's a prime example of immersive learning in action, set in a venue that epitomizes Austin's spirit of community and hospitality. Join us for an unforgettable start to an extraordinary conference!</p> <p><i>We recommend using Uber or Lyft to get from your hotel or Airbnb to Fast Friends Beer Co.</i></p>
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### Monday, September 16 | 8:00 a.m. - 5:00 p.m.

<p><b>8:00 - 8:30 a.m.</b>          AT&amp;T Hotel and          Conference Center</p>	<p><b>Official GamiConATX24 Registration and Coffee</b></p>
<p><b>8:30 - 9:00 a.m.</b></p>	<p><i>Welcome to the World's Leading Conference for Gamified and Game-Based Learning</i>  <b>GamiCon Gamemaster: <u>Monica Cornetti</u>, M.S. EDE</b>  <b>Founder and President</b>  <b>Sententia Gamification</b></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 your cars on a custom racetrack for a chance to win exciting prizes! Receive a race packet with challenges that help you 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>



<p><b>9:00 - 10:30 a.m.</b></p>	<p><i>Narrative Overdrive: Fueling Engagement with Powerful Stories</i>  <b>Artrell Williams, CPTM</b>  <b>Manager of Learning and Development</b>  <b>Sumitomo Rubber, USA</b></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><i>Persona Pit Stop: Customizing Your Course for Peak Performance</i>  <b>Chuck Sigmund, M.Ed.</b>  <b>President</b>  <b>ProMobile BI</b></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><b>10:30 - 11:00 a.m.</b> Play the <i>GamiCon Grand Prix Challenge</i> Game and BREAK</p>		
<p><b>11:00 a.m. - 12:00 p.m.</b></p>	<p><i>Survival Race: Navigate Your Way to Safety</i>  <b>Jeffrey Riley, M.S. Ed.</b>  <b>Owner and Founder</b>  <b>Practical Learning Concepts</b></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&amp;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>  <b>Sharon Goza, M.S. CS</b>  <b>CEO</b>  <b>Game2Learn</b></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><b>12:00 - 1:00 p.m.</b></p>	<p><b><i>Training Magazine</i> Sponsored Hot Lunch Served</b></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 and Learn," where knowledge meets nourishment. Hosted by Training Magazine, this plated sit-down meal offers more than just delightful cuisine. Each table is hosted by one of our esteemed speakers or generous sponsors and features 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><b>1:00 - 1:30 p.m.</b></p>	<p>Play the <i>GamiCon Grand Prix Challenge Game</i> and BREAK</p>	
<p><b>1:30 - 3:00 p.m.</b></p>	<p><i>Accelerate Career Progress: Micro Credentialing in the Fast Lane</i>  <b><u>Doug Wallace</u></b>  <b>President</b>  <b>Tiny Awards</b></p> <p>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 across unlimited disciplines. These certifications are ideal for educators, HR professionals, and business leaders seeking to improve workforce capabilities and career advancement opportunities through focused, competency-based achievements.</p>	<p><i>Take Pole Position: Leadership Development Through Game-Based Learning</i>  <b><u>Bhaskar Thyagarajan</u></b>  <b>Founder</b>  <b>Kairos</b></p> <p>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.</p>
<p><b>3:00 - 3:30 p.m.</b></p>	<p>Play the <i>GamiCon Grand Prix Challenge Game</i> and BREAK</p>	
<p><b>3:30 - 4:00 p.m.</b></p>	<p><i>Behind the Scenes: Deconstructing the GamiConATX24 Experience Part 1</i>  <b><u>Leah Carrubba, M.Ed.</u></b>  <b>Senior Advisor, Dell Financial Services L&amp;D Team</b>  <b>Dell Technologies</b></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 your own projects. Join in 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>	
<p><b>4:00 - 5:00 p.m.</b></p>	<p><i>Keynote</i>  <b><u>Andy Soucek</u></b>  <b>Vice President of Motorsports</b>  <b>Circuit of the Americas</b></p> <p>Experience an exhilarating keynote with distinguished guest, <u>Andy Soucek</u>, from <u>Circuit of The Americas</u>, the 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 among 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
<b>After-Hours</b> <b>7:00 - 9:00 p.m.</b> <b>Holey Moley</b> 807 E 4th St Austin TX 78702	<p><i>Trackside Twilight: High-Octane Learning at Holey Moley</i></p> <p><b>Destery Hildenbrand, M.S. in Ed. Tech</b>  <b>XR Solution Architect</b>  <b>Intelleyz</b></p> <p><b>Renee Boisvert</b>  <b>Director of Programs</b>  <b>Sententia Gamification</b></p> <p>Experience a night of high-octane learning and networking at Holey Moley, East Austin's brand new, electric mini-golf bar. Join us from 7 - 9 p.m. for an after-hours event led by the dynamic duo of <u>Destery Hildenbrand</u>, XR Solution Architect at <u>Intelleyz</u> and <u>Renee Boisvert</u>, Sententia's Director of Programs and Gamification Master Craftsman. Dive into the fast-paced world of F1 with a hands-on AR activity where you'll design your own custom F1 car and interact with event sponsors in real-time. Immerse yourself in <u>Holey Moley's</u> vibrant atmosphere with its 27 wildly creative mini-golf holes, karaoke rooms, and a delicious range of food and drinks. This gathering is your chance to connect with gamification experts and enthusiasts from around the globe, unleashing creativity and exploring how augmented reality can revolutionize learning and engagement across industries.</p> <p>Don't miss this fantastic opportunity to mix fun with professional growth at this exciting new East Austin venue. This hands-on session not only highlights the latest trends in AR but also lets you apply these tools in a playful, interactive setting. Raise a glass to innovation under the Austin stars at our after-hours event – your fast track to excelling in gamified learning.</p> <p><i>We recommend using Uber or Lyft to get from your hotel or Airbnb to Holey Moley.</i></p>

**Tuesday, September 17 | 8:30 a.m. – 4:30 p.m.**

<b>8:30 – 9:00 a.m.</b> AT&T Hotel and Conference Center	Play the <i>GamiCon Grand Prix Challenge Game</i>
<b>9:00 – 9:30 a.m.</b>	<i>Debrief of the Monday Night After-Hours Event</i> <b>Destery Hildenbrand</b> <b>Renee Boisvert</b>
<b>9:30 – 10:30 a.m.</b>	<p><i>Shifting Gears: How Gamification Fuels Learning with Powerful Analogies</i></p> <p><b>Jonathan Peters, PhD</b>  <b>Chief Motivation Officer</b>  <b>Sententia Gamification</b></p> <p>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.</p>
<b>10:30 – 11:00 a.m.</b>	Play the <i>GamiCon Grand Prix Challenge Game</i> and BREAK



<p><b>11:00 a.m. – 12:00 p.m.</b></p>	<p><i>Racing Through Time: Tracing the Evolution of Game Mechanics and Their Impact</i>  <b><u>Bret Wardle</u></b>  <b>Product Strategy   UX   Gamification</b>  <b>Neumont College of Computer Science</b></p> <p>Explore the rich history of game mechanics in our session on the evolution of games, from ancient times to the modern \$200 billion industry. Learn about the origins and impacts of key mechanics from high scores to 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 and provide insights into their psychological appeal and societal context.</p>	<p><i>Escape Room Design Sprint: A 45-Minute Masterclass</i>  <b><u>Michiel van Eunen</u></b>  <b>Experience Designer</b>  <b>Living Story</b></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 that enhance engagement and improve learning outcomes. Ideal for educators and trainers eager to explore the dynamic world of game-based learning.</p>
<p><b>12:00 – 1:00 p.m.</b></p>	<p><b><i>Training Magazine Sponsored Hot Lunch Served</i></b></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 and Learn,” where knowledge meets nourishment. Hosted by Training Magazine, this plated sit-down meal offers more than just delightful cuisine. Each table is 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><b>1:00 - 2:30 p.m.</b></p>	<p><i>Race to Innovate: Chopped: Training Edition</i>  <b><u>Sherry Prindle</u></b>  <b>Corporate Trainer and Master Coach</b>  <b>Professional Coach Academy</b></p> <p>Race into <i>Chopped: Training Edition</i>, where participants face off in a spirited challenge to craft innovative corporate training modules. Teams will receive a basket of eclectic items and concepts, from digital tools to gamification elements that they must use to design and present a training solution tailored to a specific business need. Judges’ evaluations will be based on creativity, relevance, and effective use of resources. Join us for an exhilarating blend of competition, collaboration, and learning.</p>	<p><i>Ignition: Create a Gamified Analog Game Engine to Jumpstart Computational Thinking</i>  <b><u>Javier Velasquez</u></b>  <b>Gamification Designer and Consultant</b>  <b>Free To Play Gamification</b></p> <p>Computational thinking is essential for developing skills such as algorithmic thinking, pattern recognition, logic, debugging, decomposition, and abstract thinking. Traditional analog computational thinking games are typically designed as puzzles and toys. However, Javier’s recent work in rural Colombia focused on creating an analog game engine tailored to help children aged 5-10 develop these vital skills. This session offers insights into designing and implementing educational tools that engage learners in computational thinking through play.</p>
<p><b>2:30 - 3:00 p.m.</b> BREAK and <i>GamiCon Grand Prix Challenge</i> Game Winners</p>		



<p><b>3:00 - 3:30 p.m.</b></p>	<p><i>Behind the Scenes: Deconstructing the GamiConATX24 Experience Part 2</i> <b>Leah Carrubba, M.Ed.</b> <b>Senior Advisor, Dell Financial Services L&amp;D Team</b> <b>Dell Technologies</b></p> <p>Peel back the layers of this dynamic event to explore the instructional design strategies that made it a success. This final debrief will explore the thought processes, 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>
<p><b>3:30 - 4:15 p.m.</b></p>	<p><b>Monica Cornetti – The Future of Gamification</b> <b>Wrap up and Next Steps</b></p>
<p><b>4:30 - 6:30 p.m.</b></p>	<p><i>Tech Learn</i> <b><u>CONFERENCE KICKOFF AND RECEPTION: Innovations in Training Test Kitchen</u></b></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&amp;D!</p>