

IMPLEMENTATION GUIDE

Scavenger Hunt Game



PRESENTED BY



Scavenger Hunt Game



Games use tried and tested engagement mechanics and this guide will show you how to leverage them in fun activities that will guide your participants through the optimal event experience. Gamification is a strategy, not simply a technology tool. Clear objectives, concept design, promotion and execution are critical to the success of your game. To ensure you are taking all the necessary steps, we've broken down the process to seven stages from identifying your objective to measuring your success.

Each and every event will be different from the last, outlining the objectives in full detail will serve as the framework that you build your event around and implement technology based on.

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STEP 1

Identify Objectives

There's a lot going on at events, you want your attendees to get the most out of what you put in. Use a combination of networking and check-in games to create a series of challenges that make up a scavenger hunt; a great way to guide participants through the event the way you designed it. Articulating and documenting your objective clearly aligns your team's efforts too. Here's a template objective that can give you a starting point:

"Guide participants through the optimal event experience."

To take your objective a step further, define how success will be measured:

USAGE

In order to achieve this objective, we will strive for ____ % game usage among attendees. Because the objective is to drive participants through the optimal experience, if they're playing the game they'll be following your intended flow.

ENGAGEMENT

To measure how engaged participants are with the game, we will aim for ____% of total challenges completed. The percentage of challenges completed will measure the success of the concept. Another important metric to track for future events is which areas/booths/challenges receive the most traffic. Track this event-to-event to measure impact of new strategies like gamification.

CHALLENGE-SPECIFIC ENGAGEMENT

Scavenger Hunts are difficult to measure. Because each challenge has its own objective, be sure to measure on a per-challenge level too. For example, "drive ____% of participants to the Networking Lounge" or "create ____ number of business leads for our Premium Sponsor."

Onsite observation from staff and a post-event survey will also help inform the success of the scavenger hunt game. In the post-event survey, ask *"Did the scavenger hunt make you take an action or visit somewhere you wouldn't normally do or go?"* Articulating the objective and success metrics before you start building your game will ensure you and your team align your organization's efforts.

When writing your objectives, ensure they are SMART:

- + Specific
- + Measurable
- + Actionable
- + Reasonable
- + Time sensitive

A SMART objective might look like this:

"Increase the number of networking opportunities for attendees by 25% at the Sales Conference in January."

14%



YOUR OBJECTIVE



SUCCESS METRICS

*We will strive for ____ %
usage among attendees.*

*We will aim for
____% of challenges
completed.*





STEP 2

Outline Strategy



NOTES + IDEAS

DYNAMICS

Your scavenger hunt needs to be well thought out but it doesn't necessarily need to be complex. For example, give particular sponsors/exhibitors/staff members unique passcodes in strategic places around your event ensuring that participants will be passing by areas you want them to focus on and meeting people you want them to meet. Not only can you emphasize actions that work towards your objectives but you will also create a flow to your event that will keep participants engaged and enjoying themselves while they explore your event. Naturally, teamwork and collaboration will erupt with attendees trying to complete as many challenges as possible. Your game will need to clearly explain how the game is played and what participants are working towards.

REWARDS

Ensure an appropriate reward has been identified. Not only do you need to have a status, product or service ready as a reward but the definition of "winning" must be crystal clear to avoid attendees feeling confused, frustrated or treated unfairly. Is the winner the first person to complete all the challenges? The top spot of the leaderboard? Do all the top point-earners get entered into a draw? Does everyone above a certain point threshold win a prize? Outline very clearly what qualifies a "win". You will also want to take time to coordinate where and when you will be announcing winners.

See the [Ultimate Guide to Event Gamification](#) for more details on rewarding participants.



28%



STEP 4

Build a Game



NOTES + IDEAS

Now that the game strategy and concept have been outlined, use EventMobi to build your game. Simply title your game (128 character limit) and enter a description (2,000 character limit). Despite the game's flexible design, it's best to keep it simple and easy for attendees to adopt, and the description should reflect that, it's best to keep your description short and concise.

Upon accessing the game, participants will want to know the following:

- + What is the game and what do I get out of it?
→ "Discover amazing people and places around the event!"
- + How do I win?
→ "Meet other attendees and check-in at key areas around the event to earn points and win prizes."
- + What do I win?
→ "Apple Watch", "Registration for Next Year's Conference", "Gift cards" etc.

Once you've outlined the game, it's time to build challenges that link back to the overall objective of your game. Your Scavenger Hunt is the perfect opportunity to get creative. Using a combination of networking and check-in style challenges you can create a sort of narrative to drive participants around your event the way you intended it to be experienced.

Include a descriptive, enticing name (Column B) and a description of the challenge (Column C). Upload the Excel sheet in the EventMobi Content Manager. If and when you want to make changes to individual challenges or add more, you can do so in the Challenges Listing tab in the Content Manager. In the EventMobi Content Manager, you can create challenges one-at-a-time or with an Excel template easily accessible in the Gamification module. Notice the variations in point achievement. This may be linked to the level of difficulty or the importance of this action being taken.

	A	B	C	D	E	F
1	Order*	Name*	Description	Points*	Passcode/ID*	Enabled (yes/no)*
2	1	Check-in at the Hotel before 3:00pm	Earn points for early room check-in	50	getmyroom	yes
3	2	Check-in at Registration	Collect your badge and some tips to win more points!	50	registration	yes
4	3	Connect with a Partner	Go to the networking lounge to meet partner staff	100	partner50	yes
5	4	Keynote Check-in	Enter the passcode presented at the beginning of the keynote presentation	200	mondaynightkeynote	yes
6	5	Conference Hashtag	Enter the Conference Hashtag? Tweet and repeat! What's this year's conference hashtag?	100	#MFG2015	yes
7	6	Meet the CEO	Can you find Joe? Earn big points!	500	MeetJoeCEO	yes



56%



STEP 5

Promote Your Game

You have an amazing game, but no one knows about it yet. Effectively marketing your game is the most important step in successfully executing a gamification strategy; even more so than having the right technology.

A Scavenger Hunt game is primarily executed onsite due to the face-to-face nature of seeking out others and collecting passcodes. For this reason, promotion will revolve around excitement and prizes.

MESSAGING

- + **2 Weeks Prior** Announce the game, prizes and how to win. Instruct attendees to create their attendee profiles, which they will need in order to participate.
- + **1 Week Prior** Ensure everyone has created their attendee profile ahead of time. Add the Gamification widget to your event app Home Screen to generate excitement and entice attendees to use your event app's other functionality too. Explain that the game will begin when the first attendees arrive onsite (so it's important they arrive early)!
- + **First Day** Launch the game using email and a pre-scheduled Push Notification through the app. Repeat the objective of the game, how to play, and the prizes awarded.

MEDIA

Decide what channels are most appropriate for your event. Social media can drive mass adoption, email can offer a more targeted, private approach. Decide how you're going to get the message out using your overall event communications strategy. It's critical that you incorporate the game as a part of the overall event experience, not simply an additional task.

STAKEHOLDERS

Perhaps the most overlooked aspect, communicating the game objectives and instructions to everyone at your event, not just the direct participants, will increase understanding of the game, its usage and overall benefit. Explain to speakers, event and hotel staff about the game, not only to encourage participation but to help troubleshoot if attendees ask.



MESSAGING

2 WEEKS

1 WEEK

FIRST DAY

MEDIA CHANNELS TO USE

WHO I NEED TO INFORM

70%



STEP 6

Onsite Experience

As attendees check-in onsite, every staff member must be well-versed in the game. Attendees will be arriving with questions and faint memories of reading an email about it. Onsite signage must clearly define the objective of the game and how to access it. Do not worry about explaining how to play on onsite signage; attendees will learn about that once they successfully access the game. Check-in codes are also a great way to entice people to play. If they see the codes scattered throughout the event, they'll naturally be curious to learn more. Use Direct Notifications to update everyone on a regular basis about who is winning and how other attendees can participate too.

LIVE LEADERBOARD

Your game's live leaderboard is your most powerful onsite asset. Ensure you are using every screen available to show the game's leaderboard, which will automatically update throughout the event. A key aspect of gamification is the competition, and showing who is at the top and close to it will drive participation. Keep in mind that attendees arrive at your event at different times and people may be late. Don't place your leaderboard at the registration desk on the first day as other attendees might be well on their way to the top of the leaderboard. Other prospective players may see the lead insurmountable and be deterred from starting the game.

BE RESPONSIVE

Did your catering staff forget to set-up a break area? Do all of your attendees gravitate towards sitting at the back of the room during sessions. Create new challenges on-the-fly to reward people for checking in at an alternate break area or for sitting closer to the speaker. Gamification is your onsite problem solver!

IN-SESSION PROMOTION

Ensure speakers and emcees communicate the game to all attendees during keynotes and prior to coffee breaks. Providing speakers with instructions and asking them to give quick reminders can greatly increase the level of engagement. Tease your participants with images of the prizes, enticing them to get involved while they still can. Having only one prize may be intimidating to late adopters as they will feel the prize is out of reach. Multiple prizes and a random raffle system in awarding winners may help too. For example, the top 10 networkers get entered into a draw for the grand prize.



DAY OF PREPARATION LEADERBOARD LOCATIONS

POSSIBLE ONSITE UPDATES

BLURB FOR SPEAKERS

84%



STEP 7



Measure Success



NOTES + IDEAS

Now it's important to measure the impact your gamification strategy had on the event objective you outlined in the beginning. Scavenger Hunt is a challenging game to measure success, there's no getting around that. While taking into consideration your quantitative measurements of Usage and Engagement as shown below, it's especially important to highlight attendee feedback about the overall event experience.

QUANTITATIVE MEASUREMENT

The following measurements can be made after exporting Excel Sheet results from the EventMobi Content Manager.

$$\text{USAGE PERCENTAGE} = \frac{\text{GAME PARTICIPANTS}}{\text{NUMBER OF ATTENDEES}} \times 100$$

If your usage numbers are less than expected, reevaluate your promotion strategy. Was the game communicated early enough? Was messaging clear? 100% usage is possible but difficult. Give yourself a few events to fine tune your promotion strategy before really targeting total usage—some people just don't want to play.

$$\text{ENGAGEMENT METRIC} = \frac{\text{MEDIAN NO. OF CHALLENGES COMPLETED BY ALL ATTENDEES}}{\text{TOTAL NUMBER OF CHALLENGES IN THE GAME}} \times 100$$

If challenge engagement is less than expected, did the game seem like too great a challenge for attendees? Was it too difficult to earn points quickly? Were the rewards tiered well enough to hook people with small scale rewards and keep people motivated to strive to the next level? 100% engagement is near impossible for medium and large events. Use your first event to benchmark this metric, it might be anywhere from 20%-80%. From there, set your goals for future events, aiming to improve every time!

QUALITATIVE MEASUREMENT

Start by referring to post-event survey results. Understand what attendees loved most and what wasn't working for them—was there any correlation with your game challenges?

Depending on how you setup your survey, you may also be able to get quantitative measurement of success too. Rather than simply asking "Did you like the game?" understand the greater objective of the event: "Did the Scavenger Hunt introduce you to an aspect of the event you weren't previously aware of?" This will take your analysis beyond the technology and into your fundamental event strategy moving forward.

Conversations with a select group of attendees can also inform a deep dive in terms of what tools (including Gamification) did and did not work in enhancing the experience for them.

100%





If you have any questions or would like to learn what other marketing and event professionals have done in the past to succeed, connect with the game gurus at EventMobi.