The Ultimate Guide to Event Gamification
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INTRO & OVERVIEW

Gamification: Level 1

Games are more prevalent than ever before. From popular online games with their own communities to mobile games with unprecedented adoption, every generation is more engaged in games than the last. Businesses are quickly catching on to the attention and engagement games command.

Event gamification is the use of game mechanics to engage attendees, modify participant behavior, and accomplish event goals. These age-old game dynamics have been strategically implemented to create competition, drive desired behaviors, and engage players in solving real world problems. Starbucks Rewards, Air Miles and Marriott Rewards are all examples of how companies use gamification to increase customer retention. That it has taken this long to uncover its application with respect to events shouldn’t undercut the fact that good game design drives action. What those actions are depends on your objectives, which hinge on the makeup of your event, and that’s why we’re going to explore gamification in events.

Gamification is not about turning your event into a competition or a video game. It’s a strategy that applies game mechanics, dynamics, and design (e.g. leaderboards, time constraints, and rules of play) to amplify the ultimate attendee experience and achieve your objectives.

Gamification taps into some powerful core drives of human behavior: desires and needs that revolve around status, achievement, and rewards.

“Gamification is the use of game design elements in non-game contexts.”
—Sebastian Deterding
INTRO & OVERVIEW

Benefits of Gamification

It’s important to remember that simply activating these core drives is not enough. First, you need to define your target audience in order to align their needs and expectations with the objectives of your event. With your objectives aligned, you can strategically implement gamification to best fit with your attendees’ attention spans and keep them in the flow of your event, aiding in their success and allowing you to accurately measure the success of your event.

Once your target audience has been defined, you can identify which behaviors they’re familiar with, and which should be encouraged to best satisfy your event objectives. Gamification allows you to focus the attention and motivation of participants to achieve event goals and reinforce social unity. In this way, you can design your game to encourage attendees to prioritize and perform tasks you value.

For example, add bonus points for early registration to increase attendance, create group tasks to bolster networking, or drive movement around the event grounds by using a Scavenger Hunt to turn the event experience into more of a narrative. Gamifying your event will motivate observers to get into the flow of your event and participate. By sitting in the driver’s seat of engagement, you also have the ability to measure success and make changes accordingly, creating a cycle of testing, measuring, and adjusting.

Gabe Zichermann, CEO of Gamification Co. and chair of GSummit (an annual conference focused on gamification) is one of the leading minds in the field of game design, he gives us keen insight into why we should play games. Confronting challenges and overcoming them increases our ‘fluid intelligence,’ which is the ability to solve problems that we’ve never come across before. Engendering this ability to be innovative in the moment is what will give you, your company, and your event the competitive advantage by improving it’s perceived value.

“Playing games increases our ‘fluid intelligence,’ which is the ability to solve problems that we’ve never come across before.” —Gabe Zichermann
The Psychology of Gamification
The Psychology of Gamification

**GAMIFICATION THEN & NOW**

**Old Concept, New Strategy**

You may be unfamiliar with gamification as a concept, but you’ve almost certainly come across gamification in your everyday life at one time or another. Elements of gamification can also be found in things as common as a raffle, frequent flyer points, loyalty and reward programs, to more niche examples like LinkedIn profiles, Foursquare, and Nike+. Gamification can be found in school and work; both involve a sequence of challenges, quests and levels for which diplomas, titles, promotions and end-of-year bonuses are the rewards and trophies.

Anything can be turned into a game, but the way the game is perceived (and thus received) by the participants predetermines the game’s utility. In the context of event gamification, the difference between game design and good game design relies on aligning your event’s objectives with your participants’ objectives, and then designing your game based on the type and size of event, the spectrum of participants, desired actions, and the available technology.

Whether or not they were classified as “games”, the mechanics and dynamics of gamification have been around for millennia. The first game was played with dice made of sheep knuckles dating back to 5000 BC. Gamification has been a part of events long before modern mobile event technology permeated the industry. Analogue games like exhibitor passport stamp challenges, business card fishbowl raffles, or even simply rewarding correct answers during a presentation could be considered gamification.

Nike, LinkedIn and Foursquare all use gamification to encourage engagement.
MISCONCEPTION #1

Intrinsic vs. Extrinsic Rewards

Gamefication as a concept has been used for thousands of years. Despite such a long history, gamefication as a field of study is fairly new, and has shed an important light on some of the misconceptions and outdated beliefs that have been a barrier to leveraging games to achieve business objectives. One such belief is that intrinsic (internal motivation) or extrinsic (external motivation) rewards are better or worse than the other. The question isn’t which is more effective, it’s whether or not you can really just count on one. Any external motivation like a reward, goal or trophy is an extrinsic motivator. Anything that makes you feel good, accomplished or superior is an intrinsic motivator.

Extrinsic rewards can put the players on the defensive by positioning the challenge as holding purely external value, while hoping for intrinsic motivation isn’t a strategy either. Aligning the intrinsic motivations that your players already have with extrinsic rewards that they (and their peers) value will create a structure and process for making engagement happen. Using the meaningful communities that are already established among your attendees will build the intrinsic motivation and help bring your objectives in line with theirs. Identifying meaningful communities they’re a part of, will allow you to introduce themes, awards and rewards that inherently attract them to your game.
Another common misunderstanding is that gamification is just adding playtime to events, providing a novel distraction. While "play" often entails an open-ended environment in which make-believe and world-building are central factors, games direct us on a particular path that uniquely focuses our efforts to better ourselves as we develop skills and attributes required to win the game. That we "play" games is what distinguishes games from other modes of learning and problem solving. Games are fun, and that is an intrinsic motivator; if someone is having fun playing a game, they are much more likely to keep playing. It's this fundamental rule of engagement that gamification seeks to apply to business and events — identifying what people like about games, what makes them fun, and creating that same feeling when people are achieving real-world objectives.
Why We Play Games
MECHANICS, DYNAMICS & EMOTIONS IN GAMES

Four Game Drives

There is a lot of discussion about the elements of gaming and how they motivate us to play and participate. It can be difficult to wrangle the different schools of thought into a cohesive list of actionable elements that will help us design games to achieve our particular business objectives. Karen Robson, an associated professor at York University, created a framework to understand how these elements work together. She outlines a motivational triad of mechanics, dynamics, and emotions that she calls the MDE framework. She describes an interdependent relationship between these elements:

"Mechanics form the structure that the gamified experience exists in; however, on their own, mechanics are not enough to create an experience that will motivate behavior or changes. Emerging from this structure, both dynamics and emotions animate the experience and are key dimensions in creating the desired behavior change."

FOUR DRIVES THAT MAKE YOU HAPPIER

The practical benefits of using games are quickly catching on, and the momentum is increasing as more research goes into gamification and the underlying game mechanics are identified. Gabe Zichermann contributes to the study of these game mechanics in his TED Talk entitled The Future of Innovation and Creativity is Gamification. He focuses on four key game elements that push us to play games. The four elements Zichermann outlines create a framework for stimulating and facilitating creativity:

- **Constraint** The drive to master the environment through creativity.
- **Perseverance and Grit** The drive to push through and keep going.
- **Discovering True Talent and Skill** The desire to improve oneself.
- **Speed and Pressure** The desire to be decisive and the pleasure from making fast decisions.
Why We Play Games

You could use Jane McGonigal’s Massively Multiplayer Thumb War as an icebreaker and weave an emotional connection between your attendees in a matter of seconds.

MECHANICS, DYNAMICS & EMOTIONS IN GAMES

See the Drives in Action

Injecting one or more of these game elements into your game design will improve your attendee experience by keeping them engaged. For example, awarding those who make the most connections before a certain time in your networking game can help your participants get the most out of your session.

Jane McGonigal, a world-renowned game designer, author, and presenter on gamification, incorporates these drives flawlessly in her demonstration of Massively Multiplayer Thumb War (MMTW). She applies Zichermann’s core drives to the age-old feat of strength, to maximize the constraints, difficulty, and thus the reward. In her version, you need to connect multiple hands (3 or more) in the center — the thumb war — and the first person to pin someone else is the winner. The potential for expansion is part of what makes MMTW so powerful — using both hands to start multiple games, connecting a web of thumb wars. Having more thumbs in more wars literally and figuratively brings people closer together. This heightened competition boasts the ability to evoke 10 positive emotions in one minute, drawing joy, relief, love, surprise, pride, curiosity, excitement, contentment, creativity, awe and wonder in a matter of seconds.

MMTW wove social unity amongst players in a simple, quick, fun and free way. By suddenly prompting a room full of people to jump into a game in which they had to link multiple hands presented a logistical challenge that needed to be solved immediately. Snap decisions about which hands to grab hold of, quick assessments of your neighbors, and then trying your hand at the modified thumb war all serve to stimulate the core drives in Zichermann’s framework.
Why We Play Games

Displaying the leaderboard publicly will utilize the influence/status and progression dynamics.

MECHANICS, DYNAMICS & EMOTIONS IN GAMES

Four Game Dynamics

Seth Priebatsch is the founder of the SCVNGR and LevelUp social gaming sites. During his TEDTalk Building a Game Layer on Top of the World, he posits that the previous decade saw an increase in social connections facilitated by massive social networks like Twitter and Facebook. He forecasts that in the next decade we will see gamification and the way we design games use our social connections, dynamics, and intrinsic and extrinsic forces to influence where we go, why we go there and what we’re doing there. Priebatsch continues to define and give examples of four game dynamics. These dynamics employ Zichermann’s core drives, creating an actionable context by translating them into behavioral tendencies you can incorporate into your game design.

→ **Appointment Dynamic** A dynamic in which, to succeed, you must return to a predefined place at a predefined time to make a predetermined action. (e.g. Create challenges that require punctuality or time management. Happy hour at bars use this dynamic, and Farmville has gained more active users than Twitter by using time-specific challenges.)

→ **Influence and Status Dynamic** The ability of one player to modify another’s actions through social pressure. (e.g. Use leaderboards, trophies and prizes to let people rank themselves and give top performers some distinction, creating a friendly, competitive atmosphere. Exclusive credit cards, or more conventionally, the grading system in schools is a perfect example of this.)

→ **Progression Dynamic** Success is measured and quantified through the process of completing itemized tasks. Displaying progress granularly will ensure that players are always moving up and on to the next challenge or objective. (e.g. Set milestones to mark partial and total completion of challenges, like LinkedIn’s percentage-based progress bar to let you know how complete your profile is.)

→ **Communal Discovery** The dynamic wherein an entire community is rallied to work together to solve problems or challenges. (e.g. Tracking shared networking goals and upvoting questions during Q&A sessions use this dynamic. Digg News uses this dynamic to crowdsource the most important news.)

These game dynamics speak to some of the most basic game design elements that can be implemented in sessions at your event to amplify and enhance the attendee experience and drive actions that produce results.
Acquire some currency in the “economy of engagement.” Drive foot traffic to the different exhibitor and sponsorship booths by creating a check-in game.

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MECHANICS, DYNAMICS & EMOTIONS IN GAMES

Four Game Dynamics

TURN OBSERVERS INTO ENGAGERS

After studying and teaching gamification for over a decade, and then writing a couple books on it, Jane McGonigal has drawn some important conclusions. One of which is that organizations will need to become effective players in what she calls the “economy of engagement.” It will be less and less important to compete for attention, and more and more important to compete for things like collaboration and “interactive or participation bandwidth.” The bandwidth describes a relationship between the activity’s perceived value and the mental real estate the participant is willing to invest.

McGonigal uses Cambrian House’s downfall to highlight this point. Cambrian House had a solid start, with almost $8 million invested and a clear goal “to harness wisdom and participation of online crowds to filter, build, and commercialize software ideas and businesses.” A mere two years later, they went bankrupt despite positive press, 50,000 members, 7,096 ideas for new software, and averaging 15,000 visitors per month. But how? How could something appear so successful and yet fail dismally? The major problem, McGonigal observes, was that most members preferred to simply view or rate the ideas rather than participating in the intended process of collaboration. Cambrian House’s inability to convert the crowd’s uninvolved attention into substantial engagement illustrates the challenge companies and events are facing –to innovate new ways to harness the participation of the people.
Building a story with your Scavenger Hunt game enlists all four key drives McGonigal outlines that push people to be the best version of themselves during a game.

You may have no problem with getting people to attend your event, but you can't force them to participate or submit useful feedback. So how do you turn passive observers into active engagers? This challenge will lead corporations and associations alike to take cues from the world of games rather than the world of business. “The economy of engagement is also an economy of feelings, in which positive emotions – pride, curiosity, love, and feeling smart – are the ultimate reward for participation.”

She continues to outline four emotions that emerge while we play and drive us to be the best version of ourselves:

- **Urgent Optimism** Self-motivation and sense of urgency when confronted with a challenge.
- **Social Fabric** We like people more after we play a game with them.
- **Blissful Productivity** People are happier working hard and feeling accomplished.
- **Epic Meaning** Being part of a something bigger, such as a strong narrative or story.

The intrinsic motivational power of positive emotions elicited from gameplay is an important part of gamification. Jane McGonigal is an advocate for using digital gaming technology to channel positive attitudes and collaboration to solve real-world problems, like poverty, disease, global warming, and hunger. Out of personal necessity, she developed SuperBetter after suffering a concussion that didn't heal properly. She turned her recovery into a game. It's designed to fight ailments like social anxiety, weight problems, brain injuries, depression and so much more. She created a framework for recovery that assigns point values to challenges that target every instance of recovery as well as challenges to avoid activities that will aggravate the condition.
Why We Play Games

A combination of staggering prizes, challenge difficulty and consistently displaying leaderboards to increase competition can create a flow to your game.

TIPS

FLOW AT YOUR EVENT

This framework of mechanics, dynamics and emotions work towards creating a sense of flow at your event. Mihaly Csikszentmihalyi describes the psychological notion of flow as a positive emotional state in which the person is immersed in an activity with intense focus and creative engagement. Flow is an excellent factor to keep in mind when executing your game design. If your participants are caught up in the flow of your game, the rewards, challenges and content will seamlessly engage and deliver the unexpected value every event planner seeks to impart on their guests.

Turning observers into engagers and attendees into participants at your event has a huge impact on their overall experience and your ability to gauge your event’s success. A direct channel to the rest of the word in the palm of every attendee’s hand means you’re competing against a myriad of distractions and that’s where gamification comes into play.

MECHANICS, DYNAMICS & EMOTIONS IN GAMES

Actions that Elicit Emotions

The objective is to build resilience, willpower, mental strength, optimism, determination, courage, and motivation. The game enlists friends, family and communities that are already a part of your life to create and reinforce heroic qualities. Whatever you may be struggling with, you can customize the challenges and obstacles to best fit your lifestyle and needs. By tracking physical, mental, emotional and social resilience, SuperBetter helps you get stronger and improve. By identifying the motivational aspects of the games she loved to play, Jane was able to use point allotments and a levelling principle to push herself towards the win, and the win condition was a full recovery.
Successfully Applying Gamification

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SMART Objective Framework

OBJECTIVES INFORM STRATEGY

Define Your Goals

What are the key business objectives of your event? Clearly define your objectives and goals in tandem with your audience profile and their objectives before you design your game. This will help you build your game more effectively and help you accurately measure how you achieved objectives through your game and ultimately your event. Each event’s objectives will be different; asking yourself tough questions about your event should give you insight into specific objectives you can support with your game.

→ Who’s your target audience? Who else might be interested or want to get involved?

→ What do you want to accomplish with your event? (Do you want to build your brand? Customer relationships? Media relationships? Is it a product launch? Do you want to generate sales or sponsorship?)

→ What’s the timeline of your event?
SMART Objective Framework

OBJECTIVES INFORM STRATEGY

Refined Goals

The next step is fitting the objectives that arise from these questions into the SMART guideline. Defining your objectives according to this guideline will help you target your objectives effectively as well as measure your success accurately:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Current</th>
<th>Becomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Specific</strong></td>
<td>Build media relationships</td>
<td>Build media relationships with bloggers a, b, c, and local TV. stations (X) and (Y) that cover events like yours.</td>
</tr>
<tr>
<td><strong>Measurable</strong></td>
<td>Generate sales</td>
<td>Generate (X) amount of new leads, convert (Y) amount of existing leads, sell (Z) amount of product.</td>
</tr>
<tr>
<td><strong>Actionable</strong></td>
<td>Product launch</td>
<td>(X) amount of prototypes on the floor, setting up feedback systems, as well as having design breakdowns and demos.</td>
</tr>
<tr>
<td><strong>Reasonable</strong></td>
<td>Gain sponsors</td>
<td>Qualify and then begin talks with potential sponsors, gather connections and develop existing partnerships or sponsorships leads.</td>
</tr>
<tr>
<td><strong>Time Sensitive</strong></td>
<td>Build customer relationships</td>
<td>Get positive feedback from 10 new customers by the end of the event.</td>
</tr>
</tbody>
</table>

A SMART objective might look like:

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

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Once you’ve defined the target and your SMART objectives, outlining what actions you want them to actually take at your event and in the game is the next step. This can be accomplished by using a ‘social action exercise,’ in which you rank the top five actions you want your players to take. Boiling down the actions can help build your game’s framework, but be sure to avoid using verbs that indicate a hard sell, like “buy” or “consume.” Common player verbs to choose from include but aren’t limited to:

→ Advocate → Discuss → Comment
→ Compare → Compete → Connect
→ Explore → Network → View
→ Give → Help → Join
→ Like → Share → Tweet → Post
→ Rate → Learn → Recommend

Social actions change depending on the collection of communities attending your event.
Rewarding Games
INCENTIVES GET PEOPLE PLAYING

Set the Right Incentives

Now that you’ve identified and aligned your objectives with your attendee’s actions, you can set up appropriate systems of rewards that compliment and reinforce intrinsic motivations. One such system is the SAPS (Status, Access, Power, Stuff). This list not only orders potential prizes from most to least desired, but also cheapest to most expensive.

→ **Status** This refers to positioning individuals within their social group in a defined ranking system using badges and/or leaderboards. This reward is entirely contingent on being publicly visible to other players in the game.

→ **Access** While intimately associated with status, access refers to admittance to exclusive offers, such as lunch with a speaker, VIP seating, or a post-event party.

→ **Power** Again, though intimately associated with status, power can be awarded independently. Power can refer to the control of one player over the others, or self-improvement gleaned from new skills or knowledge. Offering the top players on the leaderboard first dibs during question period or preferred session choices is an example of power.

→ **Stuff** Otherwise known as collateral, stuff is a purely extrinsic reward. Its being extrinsic can work both in its favor and against itself. Stuff can be a strong incentive but it largely depends on the perceived value to the players and to the player’s community. Stuff’s motivation is also limited to the point in time of acquisition.

**While material objects are the most common type of reward, beware! The moment the stuff has been awarded is the moment the player stops being engaged unless you’ve clearly indicated there are more prizes to be won.**

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Staggering challenges and rewards throughout the day allows you to deliver fresh and novel opportunities to engage with the game. Having a new game every day is also a great way to refresh interest with new challenges, rules and rewards to compete for.

WHILE YOU’RE SETTING UP YOUR REWARDS SYSTEM, KEEP IN MIND THAT PRIZES SHOULD BE PROPORTIONATE TO THE EFFORT IT TAKES TO WIN THEM. YOU DON’T WANT TO GIVE AWAY PRIZES ALL DAY, BUT CONVERSELY, YOU DON’T WANT PLAYERS TO BE FRUSTRATED WITH THE DIFFICULTY. BOLSTER THE TRUSTED LINE OF COMMUNICATION YOU HAVE BUILT WITH YOUR ATTENDEES BY CLEARLY DESCRIBING HOW TO WIN THE AWARDS AND WHAT THE AWARDS ARE EXACTLY. DO YOU WIN GOLF CLUBS BY BEING THE FIRST TO COMPLETE ALL THE CHALLENGES? WILL EVERYONE IN THE TOP 5 SPOTS ON THE LEADERBOARD BE ENTERED INTO A RAFFLE? WHATEVER THE PRIZE AND THE CHALLENGE, JUST REMEMBER TO BE CLEAR.

Another best practice is to balance short term and long term gains to garner and encourage players to play the game all the way through and keep their interest peaked. Technology has improved the system of rewards by providing instant gratification, challenge-by-challenge, rather than participants getting results post-event. The implementation guides that follow this eBook will further outline these procedures and walk you through how to implement rewards effectively.
Technology’s Role

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ith all this talk of gamification as a whole, it’s important to remember that adding gamification to your event is best facilitated by event technology and event apps.

Mobile games open a whole new world of engagement and tracking opportunities for event professionals. Everyone’s already on their phone, why stuff a piece of paper in their hand when they’re already holding your game’s engagement device? Technology permeates deeper and deeper into our lives, and events are no exception. What was once an entirely closed experience now has endless reach, expanding the focus from entirely face-to-face engagement to connections that span the breadth of the event.

Technology also affords you the excitement of real-time feedback. As participants complete challenges, they are immediately rewarded, encouraging them to continue playing. The instant gratification not only drives participation but the immediacy of feedback also generates buzz among attendees.

Although EventMobi’s platform offers unlimited challenges to customize your game as much as you like, a long game isn’t necessarily a good game. Personalizing your event gamification will add context and meaning to your game. Building your game’s content, challenges and flow around your objectives and audience profile will ensure your game feels like an integrated part of the whole event experience.

Technology for technology’s sake is not the answer. Technology is the engagement device, but you want people to use it to engage with your event. Event engagement will have a trickle-down effect from event app usage, but that shouldn’t be the priority. While other providers focus on high usage and event app downloads, good game design will help to engage your participants in whatever the focus of your event may be.
Technology’s Role

If you are noticing lower than expected adoption rates, explore the Ultimate Guide to Event App Marketing and learn how to get your event app and game into the hands of attendees.

To download the guide visit: http://bit.ly/1uHt4K9

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DRIVING BEHAVIOR & MEASURING OBJECTIVES

Actionable Data

The objectives you’ve already defined will inform which metrics you can use to quantify and qualify your event’s success. Tracking data can be an incredibly useful practice, but only once you apply the statistics and analytics to your original objectives will you be able to effectively determine the success of your event.

In a Networking Game, attendees are incentivized to find and connect with each other, earning points for every person they meet. If the objective of your game is to ensure every attendee meets someone new, you’ll want to focus on overall adoption of the Networking Game. Alternatively, if your objective is to ensure attendees make a lot of connections, you’ll want to focus on the average number of challenges completed by participants. Even if only 50% of attendees participated in the Networking Game, if they all completed almost every challenge, you’ve still accomplished your goal.

Many of the things attendees do at an event can be measured and understood as feedback. Being able to track, analyze, and react to feedback on the fly is one of the major benefits of having your gamification integrated with your event app. The immediacy and specificity of your response, whether it be adjusting the content of the keynote speech or offering to repeat popular sessions, will leave a strong impression on your attendees. Making changes in real-time will show them that you care about their input which builds trust through a feedback loop. Win-win.

Testing your game and then refining it is a guaranteed way to make your gamification shine. Have staff or friends run through the challenges and give feedback on what they liked and where you can improve. Gamify your testing by adding deadlines and prizes for completing the game. Gathering as much feedback (qualitative or quantitative) and incorporating it into your game before you release it to the public can ensure the game is balanced, bug free, and offers an enjoyable user experience. This flow of uninterrupted engagement can mean the difference between your gamification feeling like a gimmick or a game-changer.
Ready. Aim. Game.
Even though this process of gamification leads you to develop a complex, comprehensive strategy, when it comes to building your game, the simpler the better. Seriously think about what’s appropriate and realistic for your event, your attendees, and your staff. You want your game to be a challenge to keep players intrigued but making sure it’s an achievable challenge will ensure participant’s gratification.

Now that you’ve had an introduction to gamification, building your strategy around your objectives and then executing that strategy with the appropriate event technology is well within your grasp. To help you through the rest of this process we’ve included a series of implementation guides for you to use free of charge, no strings attached.

Learning—Doing—Succeeding—EventMobi’s got you covered every step of the way.
Free Strategy Resources

Now that you know what gamification is and what it can be used for, it’s time to get started! Here at EventMobi we don’t like to leave a job half done so we’ve included free guides that will take you through the process step-by-step.

Upon completing one of the guides, you will have:

- Defined Objectives
- Success Metrics
- Game Strategy
- Game Promotion Plan
- Post-Event Analysis Framework

Check out our 2-minute video to see EventMobi’s Gamification platform in action:

TO VIEW THESE RESOURCES VISIT

http://go.eventmobi.com/event-gamification
Create an Unforgettable Experience with All-in-One Event Technology

Take the stress out of managing multiple providers. From the first invitation to the final report you and your attendees have one platform that does it all. Let us take you through our app, One-on-One. Want to talk details? We’ll give you the grand tour of EventMobi from pre-event marketing to post-event analysis. Get in touch with us to find out why EventMobi is the #1 event app worldwide.

1 888 296 8415
@EventMobi
info@eventmobi.com