How to create gamified tools

Monday 18 June 2018, 9:00am - 17:00pm
Broadway House Tothill Street London SW1H 9NQ

GAMIFICATION
EUROPE MASTERCLASS

Description

This is a training that will show you how to build your own gamified digital tools.
We have Bernardo Letayf with us all the way from Mexico. Bernardo won the award for Best Gamification Software at our conference Gamification Europe 2017 for his excellent tool called BlueRabbit.

Everything you need to start developing your own gamified tools or add some gamification in the products you already have is going to be in this session.

Course takeaways for all delegates

- **HIGH** Value Checklist to Build Your Own Successful Gamification Project (worth £250)

- **COMPLIMENTARY** 30-day Online Follow-Up Consultation with Trainer (worth £300)

CLICK HERE TO REGISTER

Facilitated by Berbardo Letayf Founder and Creator of Blue Rabbit

Working as a web designer since 1998 Bernardo founded his first company in 2011 while working for over 9 years in the education field.

He was introduced to Gamification by a student in 2010 and since then, he has dedicated his life to research and develop professionally in this field. Occupying up to the 6th place in the Gamification Gurus power top 100 Leaderboard, he has positioned himself as the top expert in Latin America.

He is the creator of BLUErabbit, a Gamification Platform for education and training, currently holding the 2017 award for Outstanding Gamification Software in Gamification Europe.

Who is this workshop for?

Companies and teams that are interested in developing their own gamified tools.

Companies and teams that are interested in adding gamification to a product they already have started marketing or developing.

Venue

Broadway House is an impressive Edwardian style conference venue in London located at the heart of Westminster directly opposite St James's Park tube station. The venue is AIM GOLD accredited, the industry national standard for quality of service and facilities you can expect to find.

How to create gamified tools

DAY 1	
08:30 - 09:00	**Registration & Coffee**
	1) GAMIFICATION BASICS: Getting a sense of direction Motivation RAMP Flow State Game Anatomy
10:30 to 11:00	**Coffee Break**
	2) Foundation: Making sure you have a clear idea of what must be done The Point: What is the problem to solve? The Players: Who is playing and how do they play? The Goal: When do you know the players have achieved the point?
12:30 to 13:30	**Lunch Break**
	3) Dynamics, Mechanics and Aesthetics Using the Game Master Framework to setup The Foundation of the tool Learning how to test your system is really working
15:00 to 15:30	**Coffee Break**
	4) Making it happen, Developing your first tool Step by step guide to develop a gamified system with evaluation and feedback Deliverable: Wireframe and Instruction booklet of tool. **5) Breaking the system** Evaluation, redirection, misinterpretation and iteration.