



Gamification Design Sprint

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



Description

A Gamification Design Sprint is a high-energy, interactive design approach used for business problem solving and creating innovative product or service solutions. At the core of a Gamification Design Sprint is using an agile approach to developing a Minimum Viable Design, that incorporates systems thinking, game design and creative problem solving. Most importantly, the process is a playful and interactive 'learning by doing' experience.

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)

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REGISTER**](#)



Facilitated by Dr. Marigo Raftopoulos

I work with companies and organisations to optimise their digital innovation strategy. I do this directly through my advisory work, or through presenting at global events, running private and public design workshops, and the publication of my peer-reviewed research. I have a demonstrated history of working in the business advisory sector. My focus has been in digital strategy development and implementation, which includes technology start-up development, innovation management, customer experience, and strategic design.

I've been an entrepreneur and an innovator - so I understand what it's like to start with a unique idea and help it gain traction. I have also worked with corporates most of my working life - so I understand what it's like to see that elusive goal on the horizon and wonder how you are going to move your legacy systems and culture to reach it. I have developed a unique set of approaches and tools that can help. But you need to be progressive, forward thinking and dissatisfied with the status quo to get the most out of how we can work together.

My PhD focused on using digital media (such as games and gamification) to facilitate enterprise innovation and development - and this only means that I have been able to put some science and rigor around leading practices to get your organisation working with the right tools so you can stay relevant in the 21st century.

Who is this workshop for?

This workshop is suitable for organisational leaders looking to learn new tools and approaches to improve project innovation, engagement, motivation and productivity. The workshop will explore how, in an era of accelerating technological disruption, business leaders can build ecosystems of creative and playful collaborations between staff, customers and community to stay relevant and ahead of the disruption curve.

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.



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DAY 1

08:30 - 09:00	Registration & Coffee
	Level 1: Problem Solving <ul style="list-style-type: none">• Creative problem solving and collaborative-design• Visual thinking and building problem/solution models
10:30 to 11:00	Coffee Break
	Level 2: Creating Engagement <ul style="list-style-type: none">• A systems approach to reinvention• Creating engagement with gamification and gameful design
12:30 to 13:30	Lunch Break
	Level 3: Building a prototype <ul style="list-style-type: none">• Explore different technologies and game design patterns• Building and iterating prototypes
15:00 to 15:30	Coffee Break
	Level 4: Where do we go now? <ul style="list-style-type: none">• The business of testing, metrics and ROI• Case studies from best practice implementations• Beyond the design sprint - where to from here