



## A Global Adventure in Gamification Design

### Build A Successful GamiCon48V Experience

Conferences are an essential part of professional life, but they can sometimes feel overwhelming or even scary.

Yes, **GamiCon48V** is circling the globe—not once, but twice—in a 48-hour period with speakers and attendees from around the world. But the expanse of the experience should not deter you.

**Imagine**, a once-in-a-lifetime opportunity to hear from the **BEST** in **gamification for learning** from across the globe, without ever leaving the comfort and safety of your home or office.

**It all starts on Monday, May 9 at 23:59 GMT** — so let’s find the time for each session in **YOUR** time zone.

Using this nifty tool to **convert GMT** (Greenwich Mean Time) to **your time zone**: <https://24timezones.com/difference>

1. Type GMT into the box on the left
2. Type in the name of your city on the box on the right
3. Ta-da – time zone converted!

**10 May 2022**

**Day 1 – The First 24-Hour Spin Around the Sun**

GMT	<u>My Time Zone</u>	Speaker(s)	Session Title
24:00-0:30		<b><u>Monica Cornetti</u></b> GamiCon Gamemaster <b>USA</b> <b><u>Jonathan Peters, PhD</u></b> Sententia, Inc. <b>USA</b> <b><u>Bernardo Letayf</u></b> BLUErabbit <b>Mexico</b>	<b>Event Welcome</b> <b>Kickoff to Gamified Player Journey</b>



GMT	<u>My Time Zone</u>	Speaker(s)	Session Title
0:30-01:30		<b><u>Monica Cornetti</u></b> GamiCon Gamemaster Founder and President Sententia Gamification <b>USA</b>	<b>The Future of Gamification</b> Gamification, defined as “ <i>the use of game thinking and game mechanics in non-game contexts to engage users in solving problems,</i> ” is becoming core to engagement strategy for brands across industries from healthcare to automobiles to electronics. It is much more than a point system or cute game features. Based on what we know of the highly interactive, responsive, and personalized nature of Internet of Things (IoT) products and services, gamification promises to be one of the most-effective concepts to apply to both learning experiences and employee retention.
01:30-02:30		<b>Inspiration Exchange</b>	
02:00-03:30		<b><u>Claire Seldon</u></b> Learning Designer NSW Department of Education <b>Australia</b>	<b>Theory of Gamification: What, Why, and How?</b> * Defining gamification * Understanding the elements of game * Applying gamification to simple worksheets — a practical activity
03:30-04:30		<b><u>Jimbo Clark</u></b> innoGreat <b>Taiwan</b>	<b>Playing the “New” Game</b> Playing a new game allows for new results. New win conditions, new constraints, a willingness to "cheat" against your previous constraints and finding a new player community willing to play this new game. Are you winning a game you no longer want to play? Are you losing your game because the rules have changed, and you haven't? What does it take to be the champion of the game you choose to play? How can you design your own game with your rules, victory points and win conditions?
04:30-05:00		<b>Inspiration Exchange</b>	



GMT	<u>My Time Zone</u>	Speaker(s)	Session Title
05:00-05:30		<b><u>Shane Yan</u></b> Growthbeans <b>Singapore</b>	<p><b>Help Your Learners Reveal Their Resilience Strategy Through Gameplay</b></p> <p>The session introduces Gro!, a card game that allows players to have fun and interact with one another. Beyond picking up some tips about permaculture and agriculture, <i>Gro</i> cards have surprised players with a depth of discovery and awareness— helping them learn more about their strengths, resilience strategy and blind spot. It has helped individuals tweak their approach to life challenges, and enabled managers to review employees 'strengths and blind spots and guide them.</p> <p>In this session, you will:</p> <ul style="list-style-type: none"> <li>• Learn a new framework to develop content</li> <li>• Identify a method of gamifying self-discovery and working styles for employees</li> <li>• Assess how the game can be utilized as a growth process for employees</li> <li>• Determine the process of developing <i>Gro</i>!</li> <li>• Recognize the importance of prototyping and testing</li> </ul>
05:30-06:00		<b><u>Vaughan O'Leary</u></b> KPMG International <b>Australia</b>	<p><b>Developing Virtual Tournaments to Engage and Recognize Your People</b> During this session, Vaughan will discuss:</p> <ul style="list-style-type: none"> <li>• Why the tournament is important for our people</li> <li>• Why the tournament is important for my team</li> <li>• The process of developing our campaign and implementation</li> </ul> <p>By the end of the session, you will have some ideas about how you can run your own virtual (or in-person) tournament</p>
06:00-07:00		<b><u>Rajib Chowdhury</u></b> The Gamification Company <b>India</b>	<p><b>The Game-Changer for a Fatigued, Disengaged Conscious Brain</b></p> <p>What is the game-changer for a fatigued, disengaged conscious brain that is in a state of resistance? Gamification! Why? Because it creates a state of play at the subconscious level, builds engagement at a core belief level, and brings about transformation in conscious behaviors and subsequently business results. If you are planning to introduce gamification in your business strategies, product development, or are just curious about the concept, this workshop will reveal the:</p> <ul style="list-style-type: none"> <li>• Levels at which gamification is applied</li> <li>• Science behind gamification</li> <li>• Ethos of Gamification</li> <li>• Dos and Don'ts for Implementing Gamification</li> </ul>



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07:00-07:30		<b><u>Amit Garg</u></b> Upside Learning <b>India</b>	<b>Go Beyond PBLs for real gamification of workplace learning</b> Gamification is often misunderstood & misapplied in workplace learning focusing only on adding PBLs to end of course assessments. There's a better and more effective way. In this session the audience will learn: 1. Creating performance and progression loops within learning content 2. Developing relevant & challenging practice scenarios for the loops
07:30-08:00		<b>Inspiration Exchange</b>	
08:00-09:00		<b><u>Mohammed Abdelaty Ahmed</u></b> Inspire for Training and Education <b>Egypt</b>	<b>Personalized Gamification</b> When designing and implementing gamification it is essential that we consider the player persona(s), learning style, and dynamic difficulty of adaptive interacting storytelling. In this first of its kind presentation, you will: <ul style="list-style-type: none"> <li>• Determine the different students' learning profiles that can be recognized in an interactive storytelling platform.</li> <li>• Determine how we can combine personalized gamification in an interactive storytelling platform.</li> <li>• Identify the factors that defined a suitable dynamic difficulty.</li> <li>• Determine the general principles and rules that should be followed in personalized gamified adaptive interactive storytelling</li> </ul>
09:00-10:30		<b><u>Bernardo Letayf</u></b> BLUERabbit <b>USA</b>	<b>Mapping a Player Journey</b> A quick workshop where participants will create their own journey using an analogue version of <i>BLUERABBIT</i> and our new tool > <i>JoGen</i> .
10:30-11:00		<b>Inspiration Exchange</b>	
11:00-12:00		<b><u>Sarah Le-Fevre</u></b> Ludogogy <b>UK</b>	<b>Learning is Another Word for Fun: Why We Don't Need to Gamify Boring Learning</b> Learning is the fundamental building block of experiences which are "fun." Use 'gamification' to make learning 'engaging' or more palatable. Well-designed learning will necessarily resemble 'games' because if it's not fun, then it isn't learning. Let's reflect on the nature of the relationship between learning and fun and workshop experiences which construct 'fun' from the building blocks of learning - relevance, attainment, progress, the fail, hypothesize, experiment cycle, discover and surprise, etc.



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12:00-13:00		<b><u>Bart Hufen</u></b> Gamification Academy Netherlands	<b>Gamification to Transform Challenges into Change</b> Gamification is a tool for continuous improvement. In this session, Bart shares a method he used to kickstart transformation (the GameStorm method).
13:00-14:00		<b><u>Rob Alvarez</u></b> Professor Game / Ironhack Spain	<b>Lessons Learned from 4 years and Over 200 Episode of <i>Professor Game Podcast</i></b>
14:00-14:30		<b>Inspiration Exchange</b>	
14:30-15:00		<b><u>Rodrigo Borgia</u></b> Gamifica Argentina	<b>Mission to Engage: A Simple Approach for A Complex Hybrid World</b> Increasing employee visibility in a hybrid world via a simple image posting mechanism.
15:00-16:00		<b><u>Anirudh Cheruvu</u></b> Questika USA	<b>The Cheetah Way of Gamifying Your Business Goals</b> Accelerate your goals by crafting your gamified ecosystem.
16:00-17:30		<b><u>Javier Velasquez</u></b> Free to Play Colombia	<b>Limit Break! Conditioned game actions as challenge engines. Press X to enter.</b> Design non-farmable actions that activate strategic thinking Apply decision trees for strategic choices Create windows of opportunity to empower learners.
17:30-18:00		<b>Inspiration Exchange</b>	
18:00-19:00		<b><u>Brit Morenus</u></b> Microsoft USA	<b>Gamified Learning for Confidence, Retention, and Morale</b> Many companies are intrigued by gamification but don't know if it is right for them, feasible, or how they will get started. This session provides hands-on experience allowing the participants to see how to implement and maintain a gamified learning program. This is a case study style session that is open and honest about the failures, and the successes, while focusing on how not to overwhelm learners.
19:00-20:00		<b><u>Joshua "Doc" Yavelberg, PhD</u></b> Flying Cloud Solution USA	<b>What is Universal Design and How Can It Make a Product Better?</b> Join Josh "Doc" Yavelberg as he presents a design challenge then guides you to in a solutioning process applying universal design concepts to inform innovative and accessible products. This will be a full-engagement experience with a toolkit of resources provided to help guide your future universal design practices.



GMT	My Time Zone	Speaker(s)	Session Title
20:00-20:30		<b>SK Roy</b> Graynomics USA	<b>Shaping SCM Behaviors Through Engaging Simulations</b> Graynomics Simulation game is a cloud-based niche game which helps shape team behaviors in extended Supply Chains cutting across profit lines. The game lays down generic manufacturing-cum-distributions supply chain and the players collaborate with each other to help support the overall success of the extended Supply chain. The game provides a real time feedback to the team mates on the Operational, Financial and Behavioral Indicators that helps shape the team performance.
23:00-21:00		<b>Inspiration Exchange</b>	
21:00-22:00		<b>Mahesh P. Joshi</b> Joshi International, Inc. USA	<b>Validation that Gameplay is Better for Learning and Application of Complex Ideas</b> In this session, Mahesh will discuss how to quantify learning? How do you demonstrate the efficacy of your game? How do you capture retention of knowledge?
22:00-23:00		<b>Ben Fulcher</b> Lindenwood University USA	<b>Developing with Students in Virtual Reality: A Postmortem Look at Developing a VR Game for Education</b> Can Virtual reality be integrated into a post-secondary classroom? Can the creation of game projects be leveraged to provide students with the opportunity to design unique experiences while also developing measurable learning tools? The answer is yes. This session will examine the development process and execution of the game from a post-mortem perspective.
23:00-24:00		<b>Valary Oleinik</b> Valary with a WHY USA	<b>Learning at the Level of Joy</b> We continue to strive for the seemingly elusive learner engagement, but now more than ever we have the means at our fingertips to create immersive, engaging learning experiences that educate and connect us in virtual spaces. Whether it is through using beautiful questions that stretch our thinking and encourage people to change their perspectives, or it is using technologies like Topia that were connected to operate at the level of joy, we have only to use our imaginations to create adventures in learning that will be truly memorable and impactful. By the end of this session, you will: <ul style="list-style-type: none"> <li>• Explore four types of learner engagement</li> <li>• Examine concepts that create more positive learning environments such as joy, play, and surprise</li> <li>• Discover techniques that will lead to engagement escalation</li> <li>• Collaborate with your colleagues on ways to improve the joy and playfulness of your learning projects</li> </ul>



**11 May 2022**  
**Day 2 – The Second 24-Hour Spin Around the Sun**

GMT	<a href="#">My Time Zone</a>	Speaker(s)	Session Title
00:00-01:30		<b>Andrew Lau</b> Think Codex <b>Malaysia</b>	<b>Designing for Results = ( Business Simulations x Gamification)</b> Most learning gamification solutions are happy to stay with Kirkpatrick's Level 1& 2 measurement, which is reaction and learning. Very little is designed for Level 3 & 4, which is behaviour change and organisational performance.... because it's really hard! This hands-on workshop combines andragogy, psychology, business theory, gamification and game design to show you real results are possible. You'll be coached by an experienced team of lead facilitators as we collaborate to design a L3 & L4 capable business simulation.
01:30-02:00		<b>Inspiration Exchange</b>	
02:00-03:00		<b>Calvin Osborne</b> Poncho eLearning <b>Australia</b>	<b>Gamification of Soft Skills for Hard People</b> This session will discuss: <ul style="list-style-type: none"> <li>• How soft skills (decision making and teamwork) can be embedded through the use of games.</li> <li>• How to create games for blue collar workers.</li> <li>• How to design, build, and create a video based branching scenario game</li> </ul>
03:00-04:00		<b>Christian Gossan</b> KPMG International <b>Australia</b>	<b>Funding Your Idea</b> Have a great idea on how to transform an experience within your business, but don't yet have the funding or approvals to execute from your organization? This session will share tips (and traps) in forming your value proposition to get the funding you want.
04:00-05:00		<b>Sufiz Mohd Suffian</b> Recur Consult <b>Malaysia</b>	<b>Uncovering Genuine Behaviors with Gamified Assessments</b> Explore the applications of gamification in assessments. Apply game elements to trigger honest behaviors and actions. Combine immersive experiences with assessment frameworks.
05:00-05:30		<b>Inspiration Exchange</b>	



GMT	<a href="#">My Time Zone</a>	Speaker(s)	Session Title
05:30-06:30		<p><b><u>Moe Ash</u></b>            The Catalyst  <b>Egypt</b></p>	<p><b>Beyond PBL: On the Quest for Meaningful Mechanics</b>            Gamification systems &amp; game based learning designs are all about crafting a set of decisions &amp; choices that are meticulously selected to let the learner experience a specific learning parameter. There is always a strategy behind it and a collection of mechanics that push the learners’ behaviors forward towards the set learning objectives.</p> <p>Those mechanics don’t always have to be the famous points, badges &amp; leaderboards. On the contrary, there are a huge number of mechanics that influence people’s motivation to learn &amp; fail.</p> <p>In our session, we will go through the concept of choice and a number of mechanics that were used in real-actual gamification systems.</p>
06:30-07:30		<p><b><u>Essam Abdelghany</u></b>            Flogate Games  <b>Egypt</b></p>	<p><b>Escape the PBL Trap: How to Design a Sustainable Gamification Framework</b>            To build a sustainable gamification framework that fits your program objectives, think like a game designer. Dig deeper than just setting activities and contributing it to game points and badges. You will be introduced to three major game design pillars to consider while designing your framework. This session is highly beneficial for designers, researchers, and content developers to learn how to:</p> <ul style="list-style-type: none"> <li>• Deconstruct games</li> <li>• Identify game elements impact on player’s psychology</li> <li>• Choose valuable game mechanics that fits your program objective</li> <li>• Identify game elements impact on player’s psychology</li> </ul>
07:30-09:00		<p><b><u>Sandra Abadir</u></b>            GamUp for Gamification  <b>Egypt</b></p>	<p><b>Rock your Gamification Project with Avatars</b></p> <ul style="list-style-type: none"> <li>• Learn the different implementations of Avatars in a gamified approach and how it impacts your audience</li> <li>• Customize your characters based on culture and organizational fit (variable case studies - USA, Gulf area, Egypt, etc)</li> <li>• Avoid avatars going wrong - lessons learned</li> <li>• Create your own avatar in minutes</li> <li>• Use avatars in your online (Zoom) meetings</li> </ul>
09:00-09:30		<b>Inspiration Exchange</b>	



GMT	<a href="#">My Time Zone</a>	Speaker(s)	Session Title
09:30-10:30		<u>Melinda Jacobs</u> Subatomic Germany	<b>Are We Gaming the System? Gamification &amp; Ethics</b> Gamification is often seen as a quick win, a silver bullet. It's treated as if there is an inherent *magic* and *power* to game mechanics that, when implemented, act as human cheat codes that allow us to motivate (or manipulate) people. In this talk, Melinda will show you why this understanding of gamification presents the greatest risk to ethical design. When we look at mechanics alone, like a leaderboard, as holding the power, we miss the true source, our intentions. This is why ethical gamification comes down to system design.
10:30-11:30		<u>Adi Stephan</u> The Boiler Room South Africa	<b>Game Mechanics - Looking back to move forward</b> Going back to the basics of game mechanics, understanding, and using those to create innovative, fun, and immersive game play solutions.
11:30-12:00		<u>Alyea Sandoval, PhD</u> Tint Hue Netherlands	<b>What is your play personality and how can you use it to develop killer learning experiences?</b> The Play Personality developed by Stewart Brown defines 8 Play Personality Types. By developing your learning experiences using your unique play personality you can deepen engagement and support learning motivation in your designs. During the session you will take a play personality quiz to determine what play personality you are.
12:00-12:30		<u>Jan Bidner</u> Bidnerdonetha Sweden	<b>Motivation Not Included</b> Extrinsic triggers can only get you as far as to create emotional arousal. We need to build for core value. That's the whole point of gamification, and one we must not forget. Making objectives and goals clear and stressing the value to the user is about providing the right context to grasp, but we also need to break things down into clear steps and meaningful choices.
12:30-13:00		<b>Inspiration Exchange</b>	



GMT	<a href="#">My Time Zone</a>	Speaker(s)	Session Title
13:00-14:00		<b><u>Bruno Setola</u></b> Playspace <b>Netherlands</b>	<b>Involvement is the New Engagement</b> Discover the 10 Key Player Motivations that go deeper than the typical focus on employee competence. There is more than simply achievement that drives people. Gain insight in the ways in which we can facilitate a collective dialogue on what constitutes working well together, and how we can streamline the exchange of different points of view, with the help of applied games. Learn how we can use the core game design process as a blueprint for involving employees in the development of new, empowering ways of working together and creating co-ownership of the resulting engagement strategies.
14:00-15:00		<b><u>Maarten Molenaar</u></b> Fresh Game Studio <b>Netherlands</b>	<b>Gamification Beyond the Hype Cycle: How Will We Enter the Second Decade of Gamification?</b> <ul style="list-style-type: none"> <li>• Dive into lessons learned: What did we expect from gamification in 2012 and what do we get in 2022?</li> <li>• What should you know when applying gamification: What can you expect from the field now and how does it apply to your business practice?</li> <li>• Peer into the future: from gamification to a playful approach for modern business problems.</li> </ul>
15:00-16:00		<b><u>Eric Bubar</u></b> Marymount University <b>USA</b>	<b>Design the Virtual World of your Dreams: IN 1 HOUR!</b> Virtual Reality and the so-called metaverse are poised to explode in popularity with the advent of low-cost, tether less VR headsets (e.g. Oculus Quest). But how difficult is it to get into these virtual worlds? In this session you will learn how to CONFIGURE an Oculus Quest 2 for development work, SETUP the Unity physics engine for VR development and CREATE a basic VR puzzle. With these skills, you will be able to design a variety of immersive learning experiences.
16:00-16:30		<b>Inspiration Exchange</b>	
16:30-17:30		<b><u>Stephen Scheib</u></b> Wilmington University <b>USA</b>	<b>Post-Pandemic Pandemonium: Engaging the Online Student Through Gamification</b> The world of higher education is returning to normal... maybe? The pandemic has shown us that online learning is here to stay. However, not everyone enjoys being online. Sure, they see the benefits, but they have better things to do when sitting on the computer (e.g., social media, cat videos, games, games, and more games). What can we do to entice them to complete their schoolwork? The answer: Gamify! Students are looking for the best of the best now that online learning is easily accessible. Don't fall behind and lose your students!



GMT	<a href="#">My Time Zone</a>	Speaker(s)	Session Title
17:30-19:00		<b><u>Rasha Morsi, PhD</u></b> Norfolk State University USA	<b>BookWidgets: Where Learning and Engagement Become One!</b> This Hands-On learning lab session will review the BookWidgets tool. BookWidgets is a tool that provides an easy, zero programming way to gamify your training or course. It allows you to create multiple styles of interactive widgets and mini games as well as automated assessment in minutes. In the session, we will go over the tool's interface, how to create some of these widgets, how to publish them, and how to insert them into your course shell. We will work in groups to practice what we have learned so make sure to come ready with content to use! By the end of the Session, the learner will be able to: <ul style="list-style-type: none"> <li>• Use BookWidgets with some proficiency to be able to generate widgets</li> <li>• Compare and contrast the different widgets to select the appropriate one for the task at hand.</li> <li>• Apply knowledge learned from the session to create a gamified widget</li> </ul>
19:00-19:30		<b>Inspiration Exchange</b>	
19:30-20:30		<b><u>Alexandra Suchman</u></b> Barometer XP USA	<b>Explore Pressure Through Play: Using Games for Team and Culture Building</b> In this session, we'll explore how playing games with colleagues and collaborators is such a valuable experience for building team culture and cohesion. Barometer XP co-founders will talk about how to create and facilitate games that inspire self-awareness and growth and catalyze the drive for change. The learning objectives for this session include: <ul style="list-style-type: none"> <li>• Establishing a framework for successful game development</li> <li>• Identifying different game mechanics and how (and when) to use them for social and emotional learning</li> <li>• Encouraging self-awareness and reflection at both the individual and group level through game play</li> </ul>
20:30-21:30		<b><u>Matt Rockman</u></b> Designer/Creative Consultant USA	<b>Creating The Art in Gamification Programs for Learning</b>
21:30-22:00		<b>Inspiration Exchange</b>	
22:00-23:00		<b><u>Junell L McCall</u></b> JLM Educational	<b>How to Make Onboarding Not Boring</b> Learn how to create an onboarding experience that will get new hires on board your organization's ship with ease and laughter.



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		Consulting Services <b>USA</b>	
23:00-23:30		<b><u>Bernardo Letayf</u></b> BLUERabbit <b>Mexico</b>	<b>Conference Wrap-Up</b> After learning and designing with him throughout the conference, Bernardo will use his <a href="#">BLUERabbit</a> platform to take us through the entire player journey in our conference wrap up.
23:30-24:00		<b><u>Monica Cornetti</u></b> GamiCon Gamemaster <b>USA</b>  <b><u>Jonathan Peters, PhD</u></b> Sententia, Inc. <b>USA</b>	<b>Wrap up and afterparty invitation</b>
Midnight - 01:00		<b>MC:</b>  <b><u>John Chen</u></b> Engaging Virtual Meetings <b>USA</b>	After Party Celebration!