

Fundamentals of Gamification

1 DAY COURSE

DIGITAL
BUSINESS
INSTITUTE
IN ASSOCIATION
WITH CSE

DCU

Background

Gamification is the application of digital game elements and game design techniques to business & social challenges. The key benefit of gamification is the ability to drive customer engagement and change human behaviours. Gamification, as a business practice, is expected to increase from a current \$150m spend to \$2.3 billion by 2016. (M2 Research)



Organisations are applying gamification techniques in marketing, human resources, productivity enhancement, training, health and wellness, innovation, customer service and customer engagement. Companies using gamification techniques include Toyota, Cisco, Marriott, Southwest Airlines, Nike, Salesforce, Deloitte, Danone, Foursquare and Microsoft.

Effective games leverage both psychology and technology, in ways that can also be leveraged within business and social environments. Applying gamification techniques to business challenges requires a deeper understanding of games, player motivation and design techniques. This one day course examines the mechanisms of gamification and provides an understanding of its effective use.

Who should attend?

This course is intended for anyone seeking to learn more about gamification and how it might impact on their business or organisation, i.e. Marketing Managers, Digital Strategists, Customer Service Managers, HR Managers, IT Managers and Web Designers

Topics

1. What is Gamification?
2. Background to Gamification
3. Understanding Games
4. Game Design and Thinking
5. Game Elements
6. Motivation, Behaviour & Psychology
7. Gamification Design Framework
8. Design Choices
9. Case Studies

Programme

This course is the first of a series on gamification, and part of the broader programme on the application of digital media in business.

Presenter

The course is introduced by Michael O'Duffy of the CSE who is an experienced innovation practitioner and trainer and delivered by the DBI.

The Digital Business Institute (DBI) is a digital media research, training, and consultancy company.

Fees and Registration

- Course fee is €360, to include course material and lunch.

Discounted rate of 20% applies to Irish Innovation Network members, CSE Corporate Members, and full time staff in educational institutes.

To register, please email events@cse.dcu.ie with course title and date, attendee name, organisation name, contact name and phone number.

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