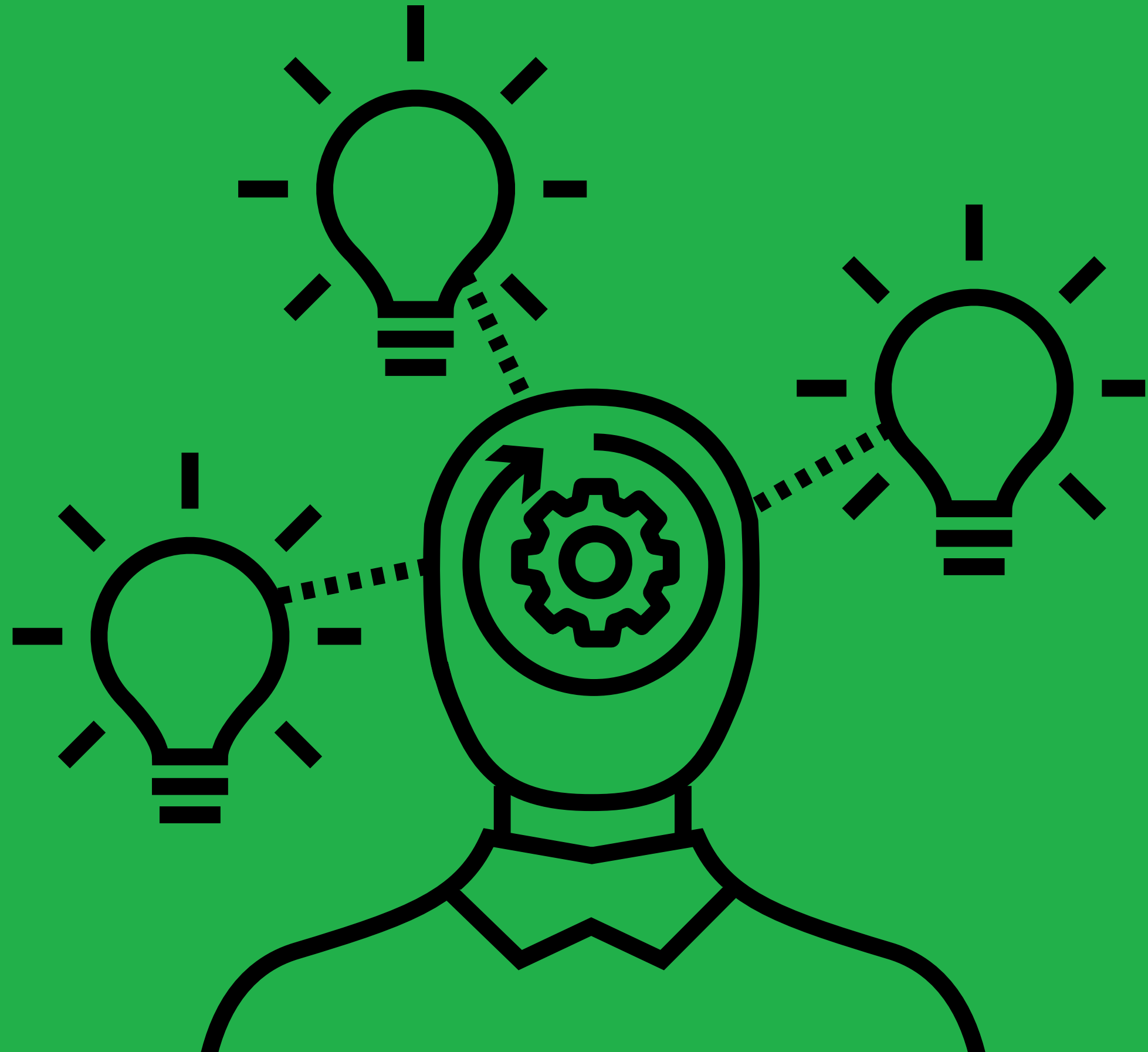


Dreaming of Gamification: the Events Industry Reimagined

During The Rotterdam Experiment #2 international delegates participated in an ambitious brainstorm using the Total BrainBox Method. These are some of the resulting highlights.



IDEA #1 Augmented Event Experience

Imagine you had glasses with a visor that allows you to choose, follow and do everything. The glasses also provide feedback about where you are at the event. So when you are near the bar, your favorite drink will be ready and when near others, the glasses will tell you who they are.

IDEA #2 Future Fort Boyard

A 3D virtual world in which delegates are an avatar and must complete challenges to collect points for tools to help achieve missions. Each successful mission is registered on a Secret Mission ID card, and with each registration you gain access to new rooms, with new speakers.

IDEA #3 Holograms for (medical) conferences

Live hologram led surgeries with a gamified element for training. For example, the holographic patient receiving a vaccine with success, earning points for the delegate.

IDEA #4 Make a Deal like a Soprano

A B2B event during which the goal is to sign a major contract.

By correctly answering topic relevant questions you can collect points to gain a stronger negotiating position.

Points are in the form of "bullets" with which you can "silence" your competition, and if you get into trouble, you can reach out to a "family" life-line for help, at a cost.

IDEA #5 Selfie Match-making

An online matchmaking network-system which you can enter anytime to create networking opportunities.

Participants of an event take selfies in the city where the convention takes place.

These are shared on social media which generates immediate city promotion.

Prizes can be won, like tickets to the next event.

