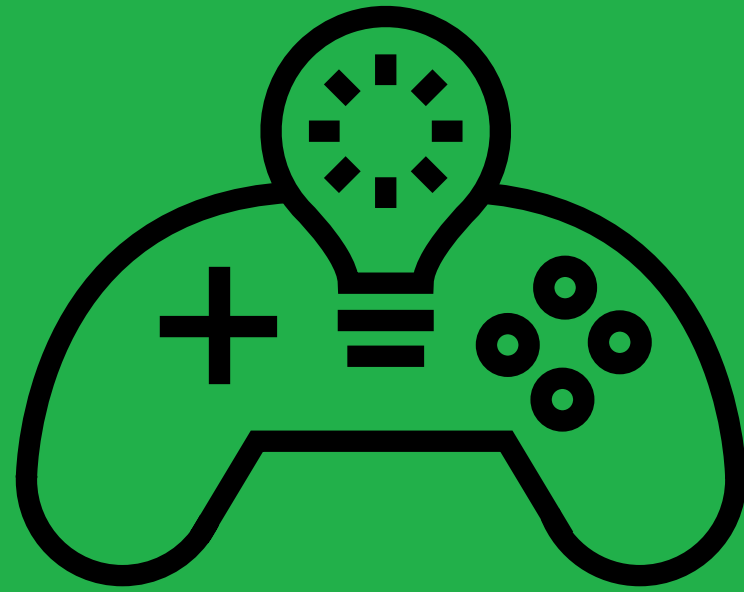# 5 Examples of Gamification Wisdom

1. Don't build offline online, the internet brings options you can leverage, and you can create the most amazing interactive experiences without the limitations of a physical event.
2. Allow the human to come online. Humans are extremely curious and want to connect on a personal level even in an online environment. A key question to ask is: how do you enable them to do that in your event?
3. Gamification is an augmentation to the current system, not a substitute. It adds a layer, adding value but cannot replace your original system (event).
4. Gamification is a rejuvenating process creating a sense of engagement reaching a larger target audience and appeals especially to the next generation.
5. Every platform has limitations, understand them and the impact on your content and the design of your activity. Practical matters like accessibility & ease of use are important criteria when selecting a platform, and it is important to have an onboarding plan to make it successful.

Alexander Whitcomb
Operational Manager, ErasmusX, Erasmus University Rotterdam

Christel Sieling
Director of Operations, Odyssey

4 Dimensions of Gamification

Ensure you consider all four dimensions of gamification but be careful that game mechanics do not get in the way of the ultimate goal.

1. Game interface design patterns (ex. leaderboard & points)
2. Game mechanics (ex. time or resource limitations)
3. Game models: the specific approach of the game should support your goals: for example, exploration games (explore an environment with a mission and challenges for education)
4. Game design principles: the main purpose and the philosophy – what is exactly the ethos that you want people to have when they enter the experience.
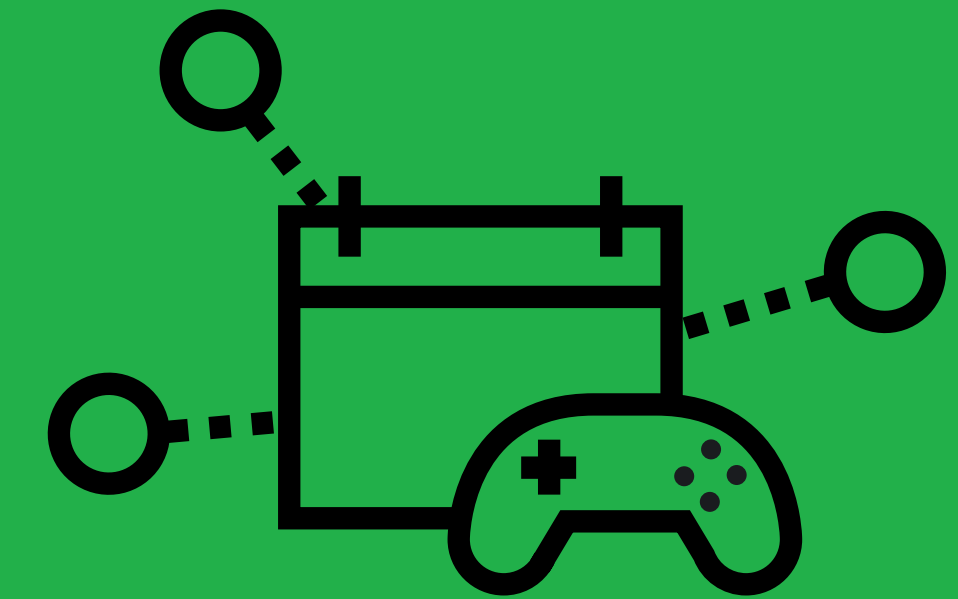
Teresa de la Hera
Assistant Professor of Persuasive Gaming, Department of Media and Communication Erasmus University Rotterdam

3 Key Reasons to Gamify your Event

To successfully gamify your event you must invest the time, the resources and the deep thinking to make sure your content is relevant and meets the three reasons to gamify your event.

1. To create interaction and engagement
2. To immerse people in the event
3. To activate people; doing instead of observing

Games bring out playfulness in participants by tapping into the inner child. Games enable a sense of bonding and a shared mental model; a common goal creates a state of collaboration.

Farshida Zafar
Executive Director ErasmusX, Erasmus University Rotterdam

THE ROTTERDAM EXPERIMENT #2

rotterdam partners

2 Important Things to Remember

1. Content first, game format second. Your (event) goals need to be concrete before they are translated into a gamified format.
2. Gamification should be strategically implemented to make goals easier to achieve. To achieve results, you must align the gamification principles and the serious event goals. Remember that we are already engaging in gamification on many levels and are unaware of this, because the best gamification is unnoticed.
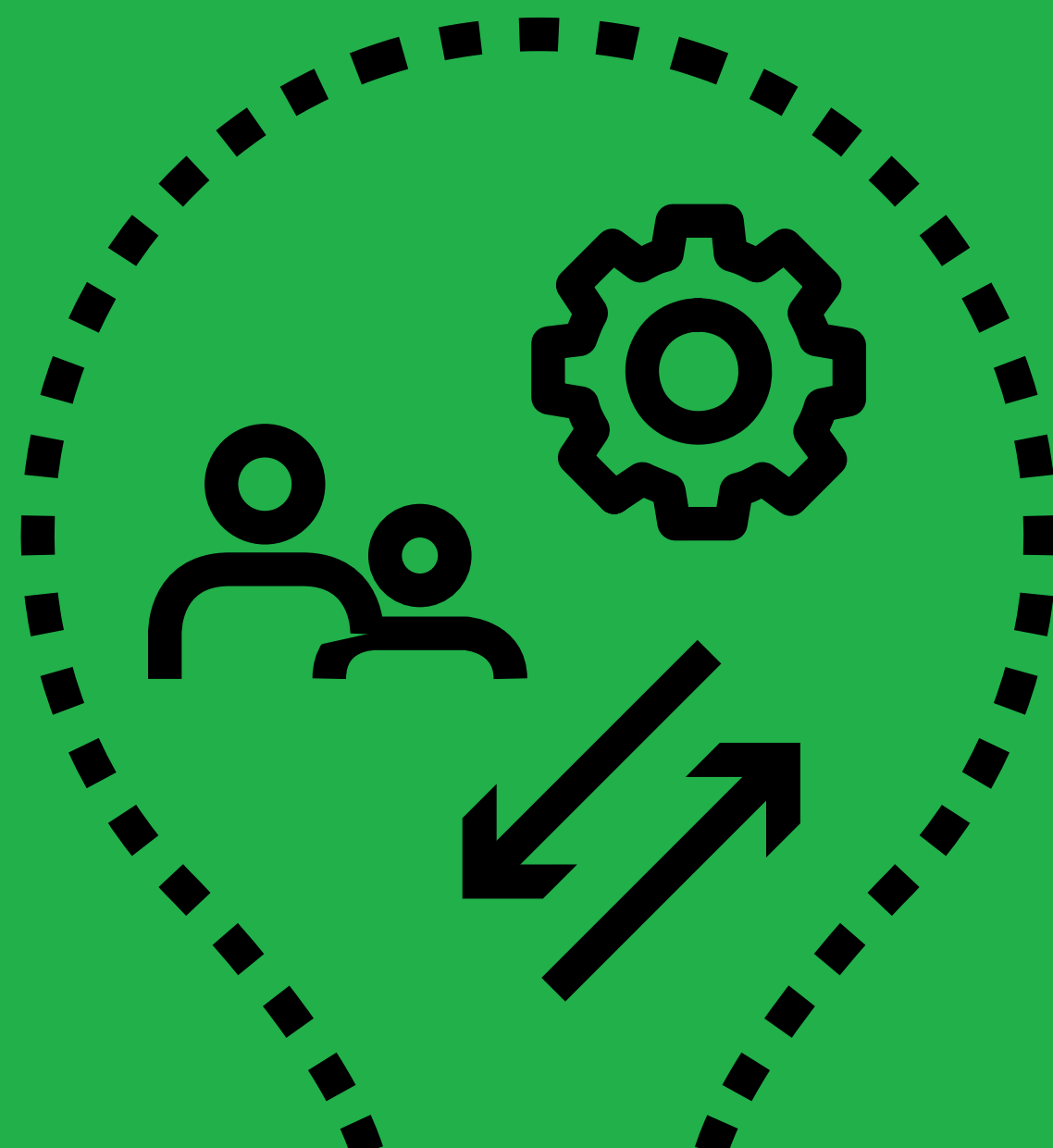
Teresa de la Hera
Assistant Professor of Persuasive Gaming, Department of Media and Communication, Erasmus University Rotterdam
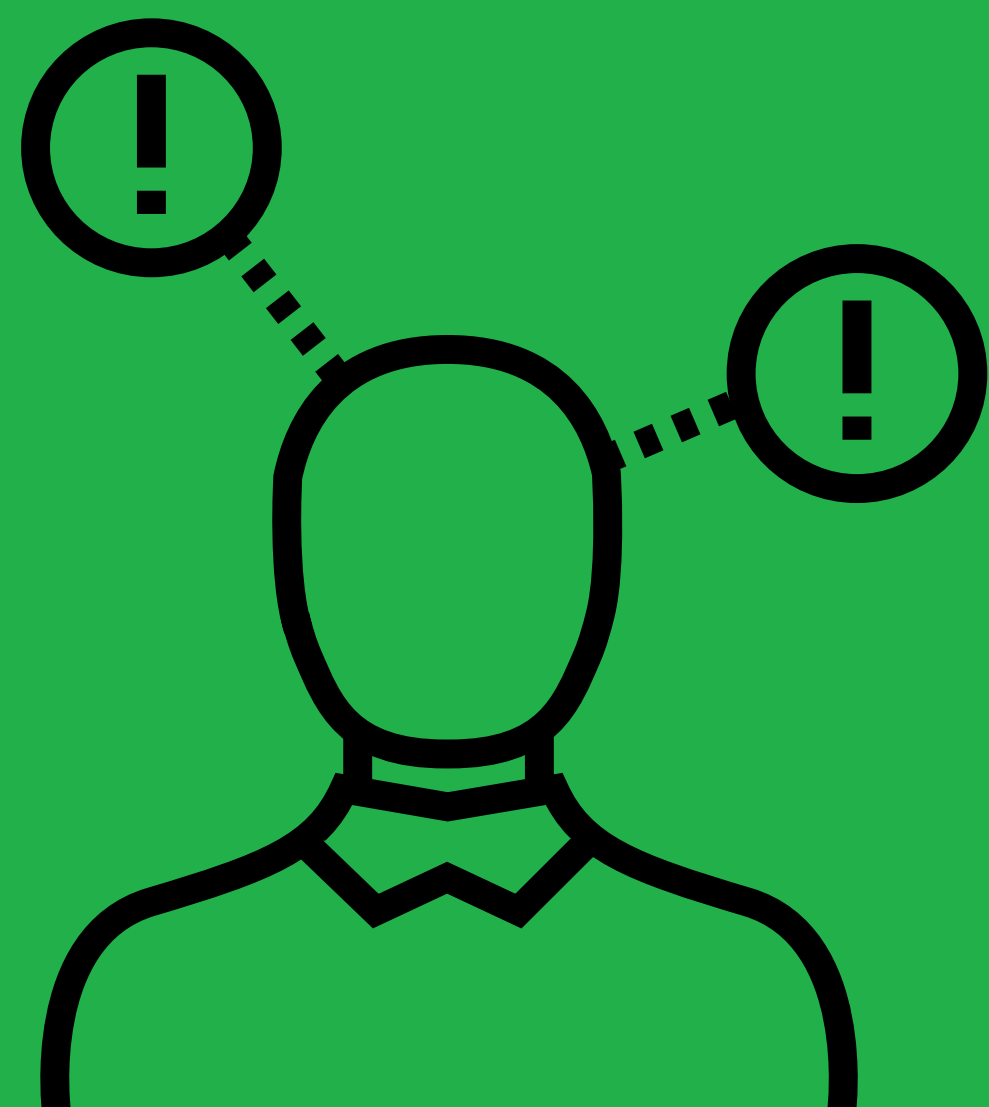
1 Big Idea

The values and competencies that you learn from gaming culture become fundamental in workspaces, cultures and organisations. Collaboration, curiosity, creativity, problem solving, persistence, grit. Learning these is an investment in your own life and your career. This is a fundamental new insight.

Yuri van Geest
Futurist, Co-Author of Exponential Organization Initiator of Singularity University Benelux & Future Council Member, World Economic Forum

A Final Thought

The learnings on gamification are not exclusive to the virtual sphere but have a place in the hybrid future of our industry, when we will meet again.

THE ROTTERDAM EXPERIMENT | #2

rotterdam partners