

Camp GamiCon



Sherry Prindle
Quick & Practical
Gamification





What can I really do
to gamify a one-off
session with limited
time and resources?

Fine Line Between Work and Play

- Intrinsically Motivated
- Done for Enjoyment

“The Play State”

- Players become engrossed; time seems to stop; they may be more suggestable

Considerations:

What do you want participants to do?

Do they think it's fun? Why or why not?

Did they at one time or do they at times see it as fun?



From John Chen's *Engaging Virtual Meetings*

Is this fun?

1. Your goal is to chat the letters A to Z as fast as possible.
2. Every attendee can only chat one letter.
3. No attendee can chat twice in a row.
4. If you repeat a letter or chat a letter out of order, you must start over.
5. You cannot talk while chatting from A to Z.
6. If you repeat or chat a letter out of order, you can talk until someone chats A to start.
7. Every attendee must chat at least one letter.

What is...

Who is...

What creates...

Let's...

Your Objective

Your Audience

Fun/Engagement

Make the Match



Act
Discuss
Demonstrate
Role Play
Solve
Think

The activity puts them in a play state.
The setup and debrief make it relevant



Activity Not
Attached to a
Needs is Noise
Annoyance



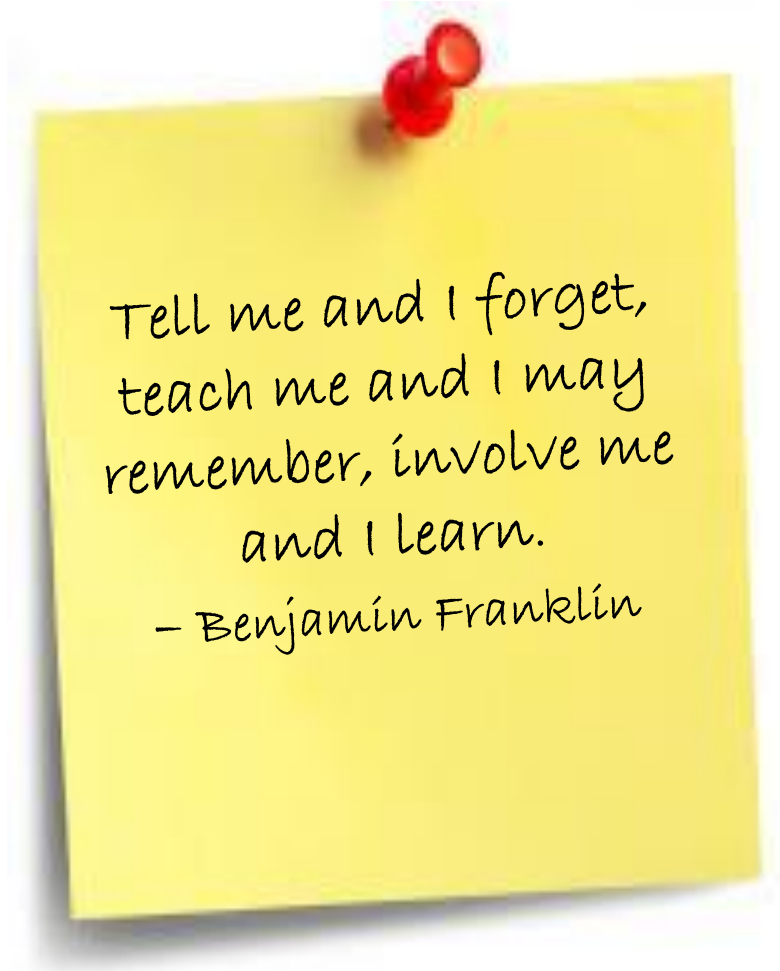
Play-State Presentations Formula

P — Point

E — Example

E — Engage

P — Point



Tell me and I forget,
teach me and I may
remember, involve me
and I learn.
— Benjamin Franklin

Start with ...

1

...the game and
try to figure out
how to retrofit

2

...the teaching
point and try to
figure out how
to illustrate it

3

...the audience
and co-create a
narrative from
situations they
get into

4

...what you
want them to be
able to do, and
figure out how
to play it

5

...a blank slate
and let them
create in it



What is the Total?



1,000

40

1,000

30

1,000

20

1,000

10

4,100





red green yellow blue black

blue green yellow black red

red green yellow black blue





green blue red black yellow




What Are The Elusive Characters? Missing Two Letters Or Numbers?

W A T E ?



- M ? L O N



Rank them in order of urgency...

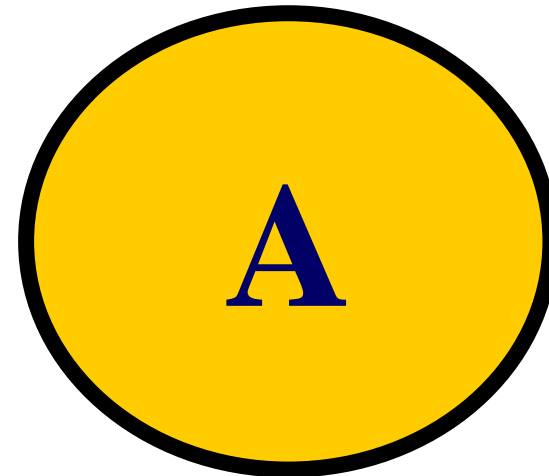
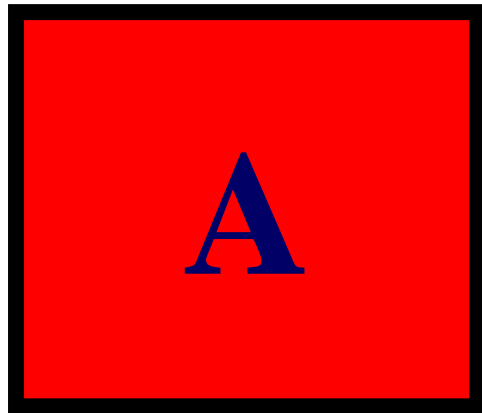
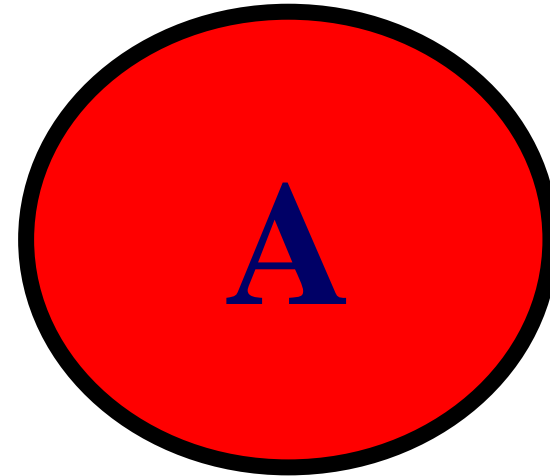
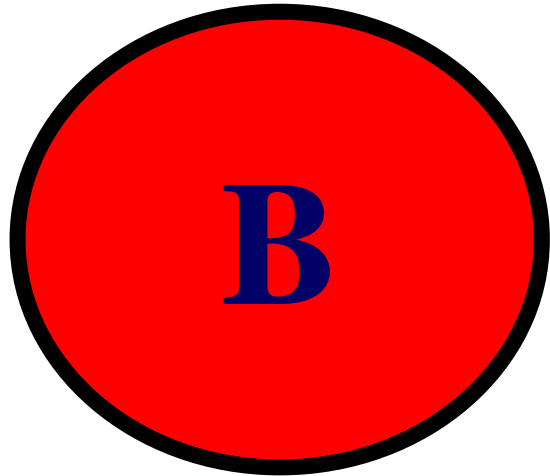
ASAP

Hurry

Right Away



Which is the odd one out?





Balloons!



<https://youtu.be/-9uHBEGpJm4>

Look, Listen, Pace, and Match

- Posture
- Formality
- Words
- Tone
- Eye Contact
- Intensity
- Breathing
- Pausing
- Rate of Speed

C
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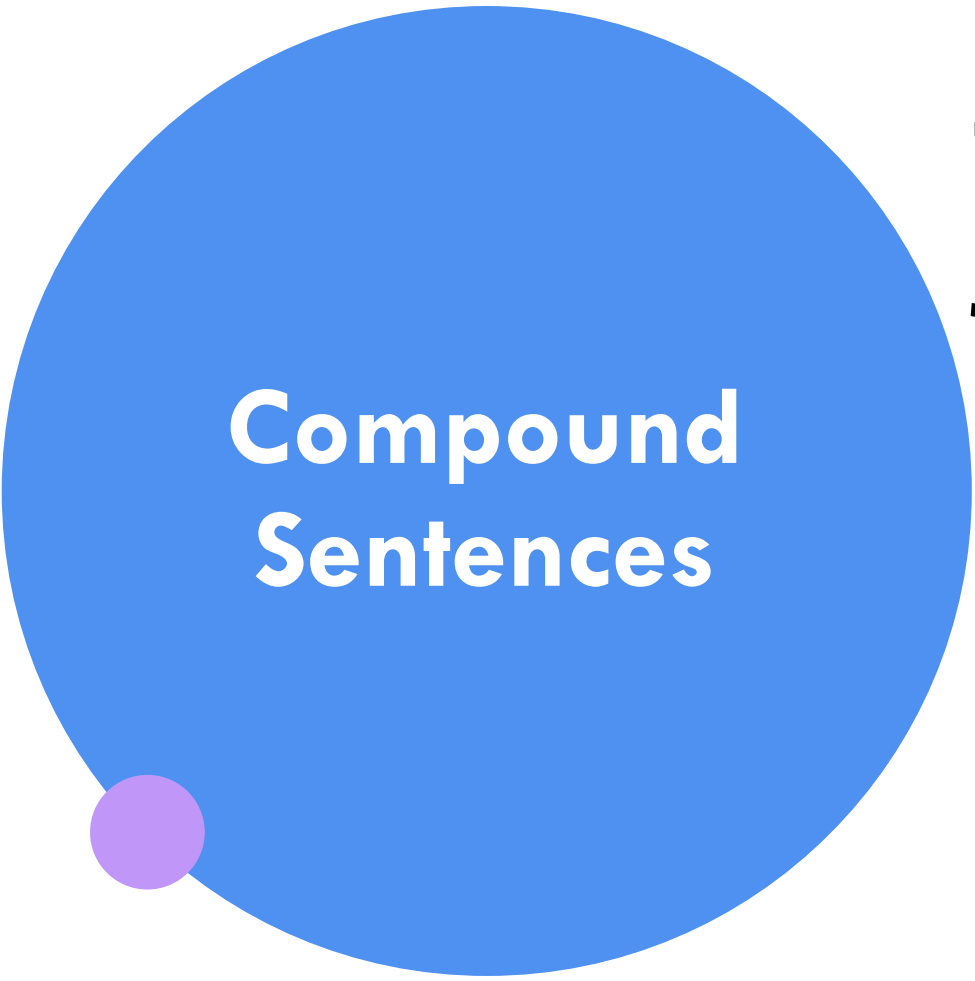




Chatversation

Pick any common item and write a short description of it in chat.

The catch: Be careful not to name the object, and from your description, others should be able to tell what the item is.



Compound Sentences

**Two Complete Thoughts -
joined with**



- A **Semi-Colon** *OR*
- A Comma **and** a Coordinating Conjunction

FANBOYS for, and, nor, but, or, yet, so



Run-on Rap

2 thoughts
2 things:
comma with
a dot,
comma with a
FANBOYS



Engagement Options



Theme

- Create a narrative that runs throughout
- Direct the audience to certain reactions when specific things happen
- Fit points to a concept possibly introduced as a narrative but not necessarily

Co-creation

- Analogy or Scenario
- People don't argue with their own ideas
- Imagine...
- Think of a time when...
- What do ____ and ____ have in common?
- What could you do with a ____?

Challenge

- When you notice.... do this
- Keep track of...
- How many times...
- Compare/share with another/others

Presentation Effectiveness Formula

1. Credibility: You know your stuff
2. Likeability: I like you
3. Relatability: You're like me
4. Practicality: This applies to me
5. Applicability: I can use this



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Star Marketing Summit January 7-8

For-us-by-us event for trainers, speakers, coaches, and authors looking to build business

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