

GAMIFICATION AUSTRALIA 2018 The Works

THE **COMPANY** EDITION: Morning THE **COMMUNITY** EDITION: Afternoon

This important two day look into who, what, where and how Gamification is being applied across communities and organisations.

Gamification and:

- the Organisation
- the Community
- the Clients

via:

- new tech and tools
- lessons learnt
- case studies

16 May 2018: Full Day Workshop

Gamification Masterclass



Kerstin Oberprieler,
Executive Designer, ThinkPlace,
Lead Gamification Designer, PentaQuest

To encourage ALL business centres to attend:
Send One Person to Two Days, then
Send anyone else from your organisation at
Half the Standard Cost



Australia has one of the most adaptive business cultures in the world, but Gamification is still the most under-utilised tool.

This unique interactive guide will combine three distinct types of sessions that will keep you engaged and learning through-out the two days.

Some Feedback from past gamification forums

Which features of the conference did you enjoy most?

- ☺ *In short, it was one of the best conferences I've been to*
- ☺ *Great new creative thinking process – ANZ*
- ☺ *Loved the “reverse brainstorm” – Sportsbet*
- ☺ *Topics – the presentations - the content was perfect*
- ☺ *Interactive –HK Institute of Vocational Education*
- ☺ *Exactly what I needed to get my foot in the door – RACV*

8.30 Registration and refreshments

9.00 Chairperson's opening remarks



Dr. Marigo Raffopoulos, Founding Partner and Principal Consultant, Strategic Innovation Lab @marigo



9.30 **Making Work Fun – Gamification in the Workplace**



Exploring the use of gamification to increase employee engagement and motivation in the workplace. This will be presented as a joint project case study which will detail the project design steps, then share insights and lesson learnt.

In conjunction with Thinkplace, we ran a design thinking project to develop a gamification experience, with two main phases; the first to clarify intent, conduct user research and develop a concept, and the second to validate the concept through user testing and agile methodology, resulting in a Minimal Viable Product (MVP) Pilot of the platform. Within this process we will explore:

- ▶▶ Moving from a formal performance feedback process to an informal and continuous feedback model, called **My Plan**. This transition included the introduction of an end-to-end HR platform, PageUp, to support the performance process, which also hosts our recruitment, onboarding, learning & development and in the future 360 degree feedback, succession planning and career path modules
- ▶▶ Moving to a platform that enables a seamless employee experience and greater depth of data analysis provides us with new opportunities, but also brings risks.
- ▶▶ A proactive approach to mitigate this risk and are looking for new and innovative ways to engage and motivate employees.
- ▶▶ The Design steps Kerstin/ Thinkplace followed
- ▶▶ Main issues we faced in introducing Gamification to a Government Department



Lisa Hester, Assistant Manager People Strategy, People and Planning Branch, Department of Industry, Innovation and Science

Lisa is responsible for the design, development and implementation of several strategic workforce planning projects, including workforce segmentation, Digital Learning and Gamification. LinkedIn Profile [Link to ABC article and radio interview on Gamification](#)



Justin Wallace, Assistant Manager People Strategy, People and Planning Branch, Department of Industry, Innovation and Science

Justin looks after the 'future of work' at the Department of Industry, Innovation & Science including the design and implementation of technology across recruitment, selection, data visualisation and rewards & recognition.



Kerstin Oberprieler, Lead Gamification Designer, PentaQuest, and second to be Executive Design Manager, ThinkPlace, @KerstinOberprie



@PentaQ3st

As a leading gamification academic and practitioner, Kerstin is pushing the boundaries of what is possible with gamification, building gamified solutions that are intuitive, highly effective, and engaging. Her recent clients include schools, the government and a restaurant, all seeking to engage their employees and learners through gamification. Her gamification experience includes card games, board games, digital games, and team and workplace-based gamification experiences.

10.45 Morning refreshments and networking **#gameaus**

11.00 **How Immersive Technology will change Gamification**

The rise of **Augmented and Virtual Reality** is the next interface for companies to deliver compelling experiences with their staff and customers. By utilising gamification there is an opportunity further deepen the engagement and immersion. Joe will cover:

- » Definition of the technologies and when to use them
- » Opportunities for business to begin their immersive journey
- » Considerations and concerns before you begin
- » Industry examples and case studies
- » What the future will look like

You will walk away with a starters guide for immersive technology or tips to improve your current efforts.

Joe Millward, Innovation Manager, TAFE NSW



An Innovation Manager with over 16 years in Fortune 500 companies including Education, Manufacturing, FMCG, Technology and Animation and Software.

Joe is tasked with leading a team to research the latest emerging technologies for TAFE NSW. He has developed expertise in identifying new trends in a wide range of digital media from gaming to mobile development and the rise of AI.

11.45 **MACROC - Gamification and Educational Garbage: Case Study**

A case study on gamification within education using: "The Macro Waste Management Education program" which is aimed at mid to late primary students and combines a series of minigames on waste management with matching lessons aligned to the NSW and Australian Education Curriculums.

The session will take you through:

- » The genesis of the project & the development process
- » Bringing a team of teachers, designers and programmers, various gamification concepts to fruition
- » Gaining buy-in from both educators and students

John Henderson, Senior Creative Manager, Kimberlin Education

John is the Creative Manager at Kimberlin Education. He's worked in the animation and design industry for over 27 years, spending 2 decades developing a small animation studio before moving to Kimberlin out of a desire to work on more educational and meaningful projects.

Brice Thomas, Lead Developer, Kimberlin Education

BSc Computer Science, minor in Digital Media at the University of New South Wales. Worked at Kimberlin Education since the creation of its tech department and is involved in the technical design and production of the Kimberlin Education products. Focus on bringing amazing and creative ideas to life.

12.30 Networking lunch (Please let us know two weeks prior of any dietary requirements)

1.30 **A Hands-On Working Module**

Gamifying to Engage: An Adelaide Fringe GooseChase Story

Find out how we gamified the Adelaide Fringe and started an industry trend, including an international marketing campaign to brand Adelaide as a tourism destination.

- » The benefits of gamification
- » The dos and don'ts
- » How to measure the success of your game

Chelsea Martin, Marketing Coordinator – Signage and Gamification, Adelaide Fringe

Julie Moralee, Head of Marketing, Brand and Business Development, Adelaide Fringe

Chelsea studied Media and Marketing at Adelaide University, interning and working in both film production and theatre marketing. At Adelaide Festival Centre, she cut her teeth delivering five major festivals in an 18 month period. Joining Adelaide Fringe in 2016 she ran the largest GooseChase game ever held at the time, after winning over Adelaide's players, Chelsea campaign managed Adelaide Fringe's Edinburgh promotions, including a three and a half week international GooseChase game. She is currently running the Adelaide Fringe 2018 GooseChase and ensuring Adelaide City is branded Fringe for the largest Art's Festival in the Southern Hemisphere.

Julie's arts career began at Adelaide Fringe in 2002, she then worked her way across Adelaide's Festivals including a 13 and a half year stint at Adelaide Festival Centre delivering more than 250 projects across festivals, exhibitions and performance at Adelaide's Heart of the Arts. Julie specialises in brand management, festival and event marketing, and 2018 is her second year driving the Adelaide Fringe's marketing, branding and development. Julie is also active in the Adelaide community and is the current President of the East End Association.



3.00 Afternoon refreshments and networking #gameaus

3.15 **Gameful Recruiting: How Mercedes-Benz Was Hacked At Web Summit 2017 (To Promote The Brand and Win Talent)**

Look behind the scenes how a Swinburne team designed and rolled out a hacker-themed conference and attendee activation game at Europe's fastest growing tech conference Web Summit in Lisbon, on behalf of Mercedes-Benz, to raise awareness of the client's new digital mobility services and software development tools, and to get developer talent and Start-Ups vested into these.

- ▶ Gain insight into designing and running an appealing, promotional AND self-ironic game for a tech-savvy audience
- ▶ Learn how to choose conference-fit mechanics and cutting edge technologies, and associated risks
- ▶ Review the player experience, and discuss outcomes and future possibilities



Dr Steffen Walz, Professor, Centre for Design Innovation@Swinburne University of Technology (AU) & Managing Director, gerenwa GmbH (DE)

Steffen is a gamification pioneer and international expert: he's Managing Director of gerenwa, a Germany-based digital innovation consultancy and IP incubator at the intersections of game & experience design, cutting edge computing, and health & wellbeing topics. gerenwa's clients include e.g. Daimler, BMW and Porsche in Germany, and e.g. Deloitte Center for the Edge, Sportsbet, the Department of Education and Training Victoria and VicHealth in Australia. Steffen is the curator of bizplay, Germany's largest gamification congress, and an Adjunct Professor at Swinburne University of Technology's Centre for Design Innovation; he also serves as an Adjunct at the University of St Gallen's Executive School in Switzerland, where he teaches digital leadership seminars around playful foresight and ideation. Steffen is co-editor of The Gameful World (MIT Press 2015), a seminal book about gamification; he earned his doctoral degree in Computer Aided Architectural Design from the ETH Zurich.

4.00 **Engaging communities through an experience: digital engagement and gamification to build Australia's infrastructure**

This session will explore the use digital engagement and gamification to connect with communities when planning and building Australia's infrastructure. The session will cover thoughts on megatrends in the digital world through to localised community-led online engagement, and will provide real life examples of gamification and digital engagement used well on infrastructure projects.

- ▶ How digital engagement and gamification fits with traditional community engagement approaches and methodology
- ▶ Future proofing engagement while future proofing infrastructure
- ▶ Tales from the trenches of engagement and gamification in action, and how it has enhanced projects through providing digital community experiences



Becky Hirst, Global Lead Change Engagement, Aurecon

Becky Hirst is an accomplished senior community and change engagement specialist with 18 years' experience in both Australia and abroad. Her experience spans high-profile and sensitive issues including policy and state government reform, engaging with vulnerable groups, urban development and infrastructure renewal.

4.45 **Looking Back to Look Forward**

Dr. Marigo Raftopoulos, Founding Partner and Principal Consultant, Strategic Innovation Lab @marigo



5.15 **End of Day One and Forum**

Produced by:



GAMIFICATION MASTERCLASS

Registration: 8:30 am
Workshop starts: 9:00 am
Morning Tea: 10:30 am
Lunch: 12:00 pm
Workshop Ends: 3:00 pm



Facilitated by:

Lead Gamification Designer, PentaQuest, and second to be Executive Design Manager, ThinkPlace
[@KerstinOberprie](#) [@PentaQ3st](#)

About the workshop:

Kerstin will run an engaging gamification Masterclass that takes a deep dive into the design process. She will share cutting edge theory from her academic work, as well as practical examples and lessons from her work with clients.

You will:

- Get an overview of the past, present and future of gamification
- Learn about key psychological and behavioural theories that underpin engagement
- Learn the 5 step gamification design process
- Understand common gamification pitfalls and how to avoid them
- Develop your own gamification concept
- Receive practical tools and templates to apply to your context

About the workshop leader:



Kerstin is passionate about using gamification to help individuals and organisations achieve their goals. As a leading gamification academic and practitioner, Kerstin is pushing the boundaries of what is possible with gamification, building gamified solutions that are intuitive, highly effective, and engaging. Her recent clients include schools, the government and a restaurant, all seeking to engage their employees and learners through gamification. Her gamification experience includes card games, board games, digital games, and team and workplace-based gamification experiences.

Kerstin recently presented in Hong Kong and Germany on gamification, and also gave a TEDx talk about the power of gamification (<http://bit.ly/GamificationTEDtalk>). Kerstin is Lead Gamification Designer for gamification firm PentaQuest and is completing her PhD in gamification.



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662
+61 (02) 8913 4000

EMAIL: aga@arkgroupasia.com
WEB: www.arkgroupaustralia.com.au

@arkgroup

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Suite 2, 69 Carlton Crescent, Summer Hill, NSW 2130

Gamification Australia 2018: The Works 15-16 May 2018 Melbourne Parkview Hotel

PUT YOUR DETAILS HERE (PLEASE PRINT):

Send One Person to Two Days, then
**Send anyone else from your organisation at
Half the Standard Cost**

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

	Both Days	Day One	Workshop
Standard pricing	<input type="checkbox"/> \$2290+ GST = \$2519	<input type="checkbox"/> \$1295 + GST = \$1424.50	<input type="checkbox"/> \$995 + GST = \$1094.50
Early bird (exp: 15/04/2018) <small>Not valid with any other offer</small>	<input type="checkbox"/> Save \$400 \$1890+ GST = \$2079	<input type="checkbox"/> Save \$200 \$1095+ GST = \$1204.50	<input type="checkbox"/> Save \$100 \$895+ GST = \$984.505

Del-egate	Name	Job title	Twitter Handle	Email
1st				
2nd 50%				
3rd 50%				
4th 50%				

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

Event venue and accommodation

Preferential rates are available at the
Melbourne Parkview Hotel
562 St Kilda Road, Melbourne, VIC 3004
Phone: (03) 9529 8888
website [http://viewhotels.com.au/
melbourneparkviewhotel/](http://viewhotels.com.au/melbourneparkviewhotel/)



G046

S0-web