

GamFed Newsletter (Dec 11)

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In Focus

Reflections on Gamification Europe



184 attendees from 33 countries attended the 2-day Gamification Europe conference in Amsterdam packed with inspiring speakers/experts, insightful sessions and, going by the pictures, an inordinate amount of fun!

[Relive the conference reading An Coppens' reflections on Gamification Europe 2018 as we begin counting down to Gamification Europe 2019.](#)

Oh, and please spare 5 minutes to take your feedback survey if you attended the conference and don't forget to vote for which country should host Gamification Europe 2019. Last we checked, it's a toss up between Lisbon and Berlin!

Europe 2018. Last we checked, it's a toss up between Lisbon and Berlin.

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What you doin'?*

Stay clued in to what what fellow GamFed members are up to

**Best imagined in Joey Tribiani's voice and tone*



The Founders of GamUp, Sandra Abadir & Emad Henin live by the rule that "play helps us do serious things much much better." At [RiseUp18](#), they showcased how, in their workshop "**How Gamification Can Boost your Business Up!**" They talked about how you can use games to impact your business, boost your sales, and influence engagement. Congratulations Sandra and Emad!

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Ahmed Hossam, founder of Gampact and GamFed ambassador (Egypt) gears up for a highly anticipated [workshop at Oakland university](#) on December 4, as he and his team **help engineers research gamified solution platforms**.



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Join **Vasilis Gkogkidis** and the **Brighton Gamification Meetup** on December 12, between 5:30 pm and 8:30 pm in [play testing "Lost my Mummy"](#), a fun educational game designed by David Gumbrell to **support schools teach history** in a more engaging and effective way.

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I attended my first ever **Gamification workshop** courtesy GamFed chair **Pete Jenkins**, in Delhi, India on the 3rd and 4th December. Over 20 participants from different domains and industries were inducted into Gamification in an interactive workshop. I left with lots of ideas and lots to learn. Excited! Spot me in the photos and hit me on [LinkedIn](#) if you do! Coffee's on me when we meet :)

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Ola!
Say hello to our newest members.





Welcome gamification designer, speaker and co-founder of Space Unicorn, [Marcel Klimo](#) to GamFed. Wish you all the best with your gamification journey Marcel!



Welcome strategy and innovation consultant [Alessandro Sandionigi Corcione](#) to GamFed. Wish you all the best in your gamification journey Alessandro!

In other news...

News from around the gamification world



The Financial Times is using game mechanics to lower subscriber churn

In mid-October, the publisher introduced Knowledge Builder to 13 percent of its subscribers, a point-scoring system so readers can keep track of how the FT's journalism builds their knowledge. While it is early on in the experiment, so far articles that carry a Knowledge Builder component deliver higher completion rates. Also, the median number of pages per visit of articles that include a Knowledge Builder component is double that of standard articles.

[Read more of the experiment here.](#)



Formula E launches a major brand campaign with gamification at core

Ahead of Season 5's first race on 15 December, Formula E is looking to become more "fan-centric" by putting "gamification" at its core. It is also introducing on-site gaming zones that will be open to fans in each city. And, in what Formula E claims is a first-of-its-kind for motor sports, it is currently testing 'live ghost racing' technology – "the ultimate fan participation tool" – that will allow fans to race drivers in real-time via a video game.

[Read more of Formula E's plans here.](#)





The 2018 game awards were trending on December 6. Over 100 games and individuals were nominated for The Game Awards. Winners were announced in a grand ceremony that was live streamed.

Watch the official live stream by clicking on the video.



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This week I played...

What did you play this week?



This week I played [The Frostrune](#), a point-and-click adventure based on ancient Norse culture and environments. With rich story, beautiful art and challenging puzzles, I found myself quite addicted! [Check it out.](#)

Tell us what you're playing. Mail, Facebook or Tweet at us to the links below and stand a chance to win a surprise in the upcoming New Year Special Newsletter!



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