

# GamFed Newsletter (Dec 25)

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## *An Engaging History Lesson Countdown to Gamification*



The end of the year is usually a time for reflection. And where this reflection there is

usually her cousin, Nostalgia. So get on board the nostalgia-mobile and take a trip back in time to discover the roots of gamification. From there retrace the steps of those who saw the potential of games and eventually gave birth to a new idea and an industry in this brilliant 3 part history lesson by **Growth Engineering**.

[Step back in time here](#)



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## Article: Mechanics and game goals in a gamification campaign



Let us discover together the mechanics and game objectives that work in a digital marketing campaign that effectively employs gamification writes GamFed co-founder **Nicolas Babin** in this French article. (If you cannot read French, right click -> Translate this page renders a clear English translation.)

[Read the article here.](#)



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## Gamification Europe 2019





After a successful conference in Amsterdam, the Gamification Europe team now sets its sights on 2019 and the conference's third edition - older, wiser but still full of the same enthusiasm if not more.

[Check out their plans here](#)



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### What you doin'?\*

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

**Gamification Meetup**

**GAMFED GAMIFICATION MEETUP 3. ETKİNLİĞİ**  
**2 HAZİRAN 2019 PAZAR GÜNÜ**  
**BAHÇEŞEHİR ÜNİVERSİTESİ'NDE!**

**BUGRA AYAN**  
 T.C. Cumhurbaşkanlığı, Mühendis  
 Girişimci | Yazar

#oyunagel  
 gamificationmeetup.com

**GamFed** **BAU** **BAU** **Mobilnet**

GamFed Turkey which is organizing Turkey's largest Gamification Meetup on June 2 2019 revealed their first keynote sneaker as entrepreneur Mr Bugra

June 2, 2019 revealed their first keynote speaker as entrepreneur and digital  
Ayan. All the best to GamFed (Turkey) Ambassador **Ercan Altug Yilmaz** and  
his team! Tickets may be purchased [here](#)

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**Joshua Wong**, GamFed Ambassador - Singapore (Right) and **Andrew Lau**, GamFed Ambassador - Malaysia (Left) caught up last week and Joshua was kind enough to share this photo with the words - "Photo background reference is that both our countries (Singapore / Malaysia) are having a sea territorial disputes, but we as good ambassadors remain friends. :D" Here's to more connections and stronger bonds!

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### In other news...

News from around the gamification world





## Inventive and Creative Send-Offs to the Year

Shops used various approaches including gamification to attract and satisfy customers this Christmas season. Happy holidays and compliments of the season!

[Read the full article here](#)



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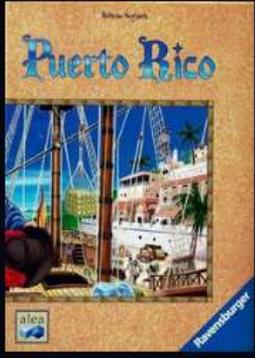
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## This week I played...

What did you play this week?



REIMPLEMENTED BY: [SAN JUAN](#), [SAN JUAN \(SECOND...](#)

RANK: OVERALL [16](#) STRATEGY [21](#)

**8.0** **Puerto Rico (2002)**

55K Ratings & 11K Comments · [GeekBuddy Analysis](#)

<b>2-5 Players</b> <small>Community: 2-5 — Best: 4</small>	<b>90-150 Min</b> <small>Playing Time</small>	<b>Age: 12+</b> <small>Community: 12+</small>	<b>Weight: 3.29 / 5</b> <small>'Complexity' Rating</small>
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Alternate Names: [波多黎各](#) + 2 more

Designer: [Andreas Seyfarth](#)

Artist: [Harald Lieske](#), [Franz Vohwinkel](#)

Publisher: [alea](#), [Ravensburger Spieleverlag GmbH](#) + 11 more

Last week I discovered a board game collective in Bangalore that meets every Thursday. 40+ adults and young adults in the room playing board games. It was fascinating! I tried out Puerto Rico, with 4 other players. In Puerto Rico players assume the roles of colonial governors on the island of Puerto Rico. The aim of the game is to amass victory points by shipping goods to Europe or by constructing buildings. While I lost, it was super fun and I can't wait for next Thursday. Have you played Puerto Rico? Tell us what you think of it at [membership@gamfed.com](mailto:membership@gamfed.com)



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