

GamFed Newsletter (Jan 15)

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Annual General Meeting on 8th February: Nomination call for new committee members

**YOUR KIND
ATTENTION**

Please be informed that GamFed Annual General Meeting (AGM) is scheduled to be held on **Friday, 8th February at 2 pm UK time**, via Google Hangout.

Leaving the committee at the AGM will be:

Pete Jenkins - stepping down as Chair after 4 years in the role

Michiel van Eunen – stepping down from the committee and assuming the role of GamFed Ambassador for The Netherlands

Rasul Majid – stepping down from the committee and continuing in his role as GamFed Ambassador for China

Continuing in their membership of the Steering Committee:

Ahmed Hossam

Andres Garcia Parker

Emad Henin

Gustavo Fortes Tondello

Viola Nicolucci

Sandra Abadir

Sabrina Bruehwiler

4 vacancies arise. This is a call for nominations, for new members interested in joining the committee to please nominate yourselves.

You may send your nominations to pete.j@gamfed.com or membership@gamfed.com



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Creative Culture Project, Malaysia

Game Design Thinking: A Rapid Prototyping Workshop for Educators



The purpose of this workshop was to encourage participants to design educational game prototypes in a compressed time-frame, in order to expose educators to game design thinking through direct practical application. The detailed process followed by the Creative Culture Team is described step by

step in this comprehensive article by Alex Masters, a member of the team.

The Creative Culture Project team is spearheaded by Professor Dr. Sylvester Arnab of the Disruptive Media Learning Lab in Coventry University, U.K (also a member of GamFed) and Dr. Jacey-Lynn Minoi from the Faculty of Computer Science and Information Technology, Universiti Malaysia Sarawak.

[Spare 10 minutes to read the article here](#)

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Panel Discussion:

The Present and Future of the Gamification Industry in Europe



Continuing their tradition of releasing full conference videos online, Gamification Europe released the first video of the 2018 conference.

Rob Alvarez (Professor Game) led a lively discussion featuring Juliette Denny ([Growth Engineering](#) and GamFed Ambassador U.K.), Will Stuart-Jones ([3radical](#)) and Munch Lam ([SelfDrvn](#))

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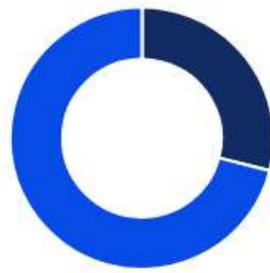
Training & Development: Keeping Your Millennials Engaged At Work

MILLENNIALS THAT FEEL THEY
HAVE LEARNT SOMETHING NEW

MILLENNIALS THAT FEEL THEY
ARE ENGAGED AT WORK



■ Strongly Agree ■ Other



■ Strong Engagement ■ Other

Millennials thrive in environments that encourage collaboration, consistent feedback, as well as high failure to learning ratio, all of which are familiar aspects of game play. Hence gamification holds the key to engaging millennials at work, writes Bryan Woo, simulation designer at Think Codex and GamFed (Malaysia) member.

[Read Bryan's blog here](#)

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Let's get to know...



GamFed Research Lead (Canada) and Ambassador (Health), Gustavo Tondello talks about his research in personalized gamification for health and well-being at the Games Institute, University of Waterloo. Way to go, Gustavo!

[Click to watch the video](#)

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Mark your calendar: Upcoming events



Vasilis Gkogkidis will be conducting a free Lego Serious Play workshop on the **6th February, Wednesday, 6:00 pm** at Barclay's Eagle Labs focusing on front end innovation. This will be part of his research at Science Policy Research Unit (SPRU) on innovation and playfulness.

[Find out all the details here](#)



Vasilis will also be running a Lego Serious Play workshop called **Build your future with Lego** at Cambridge for REACTOR, Anglia Ruskin University and businesses in the area on **Monday, 11 February, 9:00 am to 5:00 pm.**

[Registrations are open here](#)



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GamUp in association with **Gamification+** is conducting a **Gamification workshop on 1st and 2nd Feb (Friday and Saturday) 10:00 am - 5:00 pm**, in Startup Haus, Cairo.

[Click here for details and discounts](#)

In other news...

Case Study: The sales director who turned work into a fantasy sports competition



David Schwall was looking for a way to improve his unit’s performance. The operation was the epitome of transparency — via Salesforce CRM integration, leaderboards displayed the top reps’ progress. People were rewarded for sustained performance and paid an additional bonus for each of their leads who visited a retail store. Still, Schwall thought his team could achieve more. Eager to try something different, he tried gamification.

[Read the full Harvard Business Review story here](#)

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GamFed · 53 Greenways Crescent · Shoreham-by-Sea, West Sussex BN43 6HR · United Kingdom

