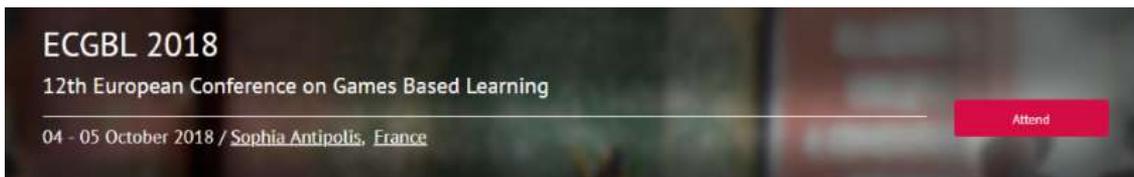


GamFed Newsletter (Nov 13)

[Campaign Preview](#)[HTML Source](#)[Plain-Text Email](#)[Details](#)

Share your gamification story

Simply reply to this email with your story for entry into the next roundup
Write to membership@gamfed.com



In Focus

12th European Conference on Games Based Learning

ECGBL is the place to be if you are a researcher, practitioner, enthusiast, developer and designer of game-based learning writes GamFed member [Sylvester Arnab](#), currently a [Professor in Game Science \(Applied Games\)](#), based at Coventry University's [Disruptive Media Learning Lab \(DMLL\)](#). He was a keynote speaker at the conference in which he discussed the importance of understanding the basic needs of those who are at the front-line when it comes to implementing and deploying game-based learning, while he and his team also shared their findings and perspectives, presenting as many as 6 papers, each described briefly in the blog-post. Congratulations Sylvester and team!

[Continue to Sylvester's article](#)



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A closer look

A CLOSER LOOK



A look at serious play, serious games and game based learning

Game-based learning offers immersive experiences with multiple layers of value for any purpose. The vehicles themselves, like Lego Serious Play or Serious Games are incredibly versatile in how they can be used & what they offer writes fellow GamFed member [Albert van deer Meer](#) in this incredibly detailed piece.

[Read Albert's blog here](#)

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In academia

A gamified approach for engaging teams in corporate innovation and entrepreneurship

[Rui Patricio's](#) paper published last year provides fresh knowledge and relevant contributions for the practice of innovation and entrepreneurship by describing the use of the ideaChef® method and tool.



[Rent/Download the paper here](#)

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Congratulations!

Congratulations.

Let's applaud recent member achievements

Turkey's first ever gamification hackathon was organized by GamFed Ambassador (Turkey) representative, [Ercan Altuğ Yılmaz](#) in September with over 70 teams participating. Congratulations Altuğ and may this be the first of many such successes!



[Read all about it here](#)



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Mark your calendar

DEVELOP STRATEGIC-THINKING IN A SIMULATED ENVIRONMENT



Why do 90% of strategies in Fortune 500 companies fail?

- Harvard Business Review

A **great strategy** involves balancing the complexities around delivering results, limited resources, evolving markets, competitive rivals, leveraging the right opportunities, and managing risks. As a leader, are you equipped?

Think Codex's ALLOCATE Strategic Thinking Simulation plunges participants into a competitive environment with real-world business scenarios where teams play against each other to secure contracts with finite resources, while striving to reach revenue targets.

LEARNING OBJECTIVES

- Master the **5 key components** of being a **strategic thinker**.
- Acquire and apply **3 key tools** for **crafting and planning strategy** used by top companies in the world.
- Develop **better foresight** and

WHO SHOULD ATTEND

- Team leads, line managers, & senior managers
- Employees who apply planning & strategic decision-making in the workplace

PRICE

22nd & 23rd
NOVEMBER 2018

9AM - 5PM

iSPACE PJ TRADE CENTRE
(PETALING JAYA)

comprehension in solving key strategic challenges.

- Take away a **strategic implementation plan** for your organization.

Early Bird Price: RM 1,699/Pax (Until 5th of Nov 2018)

Regular Price: RM 1,999/Pax

WHY USE SIMULATION-BASED LEARNING?

Simulations provide a virtual sandbox and a systematic approach towards mastering skills through experiential learning. The real-world scenarios encountered in the simulation allows for retraining and deliberate practice that can lead to mastery of the procedure or skill.

FACILITATOR



Andrew Lau is the CEO and founder of Think Codex. He is an IMD and George Washington Business School alumni. He has over 18 years experience leading over USD 2 Billion global projects with Shell and was one of fastest growing P&L leader in Leaderonomics. His core strength is in strategy and he speaks regularly on BFM and conferences. He writes for publications such as the Star Newspaper, as well as the Malaysian German Chamber of Commerce magazine.

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Used by:



[Think Codex](#) founded by GamFed Ambassador (Malaysia) [Andrew Lau](#) is running a public workshop. Details in the poster above for anyone who may benefit.

All the best Andrew and team!



[The Gamification Europe conference app and board game is available here!](#)

Play with a chance to win a free ticket to the conference, discount codes and a unique badge, as well as learn about Amsterdam, our speakers and the sponsors.

26-27 November, 2018

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The look when you hear, "*Just* add some *badges* and engagement will skyrocket..."

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