

GamFed Newsletter (Oct 23)

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In Focus: Market Watch

Gamification Market Report - Global Forecast to 2026

We received a couple of suggestions this week that the newsletter could focus on finding a balance between gamification's design, its business impact and how the industry is progressing as a whole. We will certainly try and do that.

But for this edition, finding an answer to the last question led to unearthing the Gamification Market Report first published in February this year. The report

offers in-depth insights, revenue details, and other vital information regarding the global gamification market and the various trends, drivers, restraints, opportunities, and threats in the target market till 2026.

[Read report details here](#)



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A closer look: Experts weigh in on what the future holds for gamification



What is the future of gamification? The Growth Engineering Report

Continuing on the same theme, read why renowned experts Craig Mills, Dr. Marigo Raftopoulos, Rob Alvarez, Dr. David Chandross and GamFed members [Vasilis Gkogkidis](#) and [Juliette Denny](#) say the future of gamification looks bright in this free report published by [Growth Engineering](#).

[Access the full report here](#)



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Throwback: Reflections from an event

Gamification insights from Professional Development Event in Toronto

While [Gustavo Tondello](#) may have attended this event in May, his insights from the corporate track of



insights from the corporate track of the event featuring speakers such as An Coppens, Dr. Marigo Raftopoulos and GamFed chair [Pete Jenkins](#) are timeless.

[Continue reading from Gustavo's blog](#)



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Perspective: Ideas and insights from members



Altug Yilmaz and gamification for learning in Turkey

Listen to GamFed's Turkey ambassador and author of the first Turkish book on gamification, [Altug Yilmaz](#) talk about his unique gamification experiences in Turkey with Rob Alvarez Bucholska of the [Professor Game Podcast](#).

[Listen to the full podcast](#)



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My Why: A corner for members to share their journey into gamification

From Player to Professional

Help [Gamification+](#) welcome [Kira Downer](#) into the family as she joins Gamification+ for a placement year during her business degree after a successful internship. Kira shares her journey into gamification and Gamification+ in this personal blog post.



[Read Kira's journey here](#)

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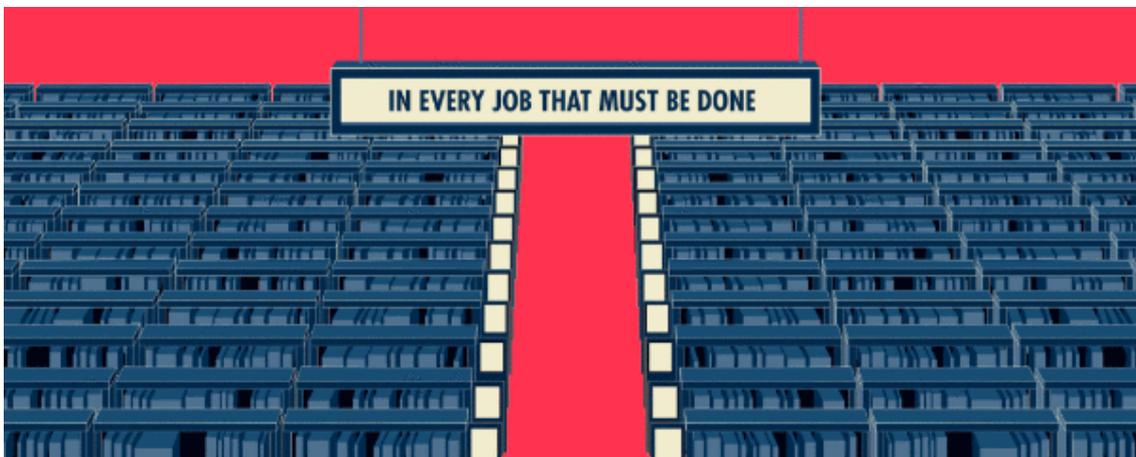
Also last week...



16-19 October, NY, Rochester

A few members of GamFed were in attendance
Watch this space for an inside scoop from the conference!

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And on that cheery note, see you next week folks!
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