

GamFed Newsletter (April 10)

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**Gamification and Big Data + Technology for Business with Nicolas Babin
on the Build Business Acumen podcast**



Build Business Acumen featured Gamification and Technology expert [Nicolas Babin](#) who is also co-founder of GamFed in their podcast this week. In a very informative chat, Nicolas speaks first about gamification and then about big data and technology.

[Listen to the podcast here](#)

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Tools of a System Thinker: Systemic Gamification Design | Roman Rackwitz



Enterprise gaming pioneer and GamFed co-founder **Roman Rackwitz** posits that gamification is more than just a simple reward structure for desired behaviour and when approached through the lens of system thinking can provide a framework to design elegant solutions. While the blog is published in German, Right Click->translate to English renders a competent translation of a profound article.

[Take me to Roman's blog post](#)

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Gamification+ chosen as Export Champions for South East





The Department for International Trade, (DIT) United Kingdom, recently announced that Gamification+ would be acting as Export Champions for the South East.

Pete Jenkins, founder of Gamification+ (and GamFed Ambassador Finance/Enterprise) said, "When we began exporting in 2015, I believed that Gamification+ could capitalise on the many opportunities that were available abroad. I am proud to see that this has proven fruitful, not just by our own measures, but also with the recognition by the government that we have made a significant economic contribution to the UK..." Congratulations Pete Jenkins and team!

[Read Pete's full remarks here](#)



GamUp spreading the word of gamification at prestigious platforms



Sandra Abadir (GamUp founder and GamFed Secretary & Content Lead) last month spoke at one of the most prestigious platforms - TEDx Maadi to share her ideas on how to "Gamify for a Better World." The audience had their eyes opened at how much gamification can do to build a better world. a video of the talk is expected to be on the platform in due course.



Dr. Emad Henin (GamUp founder and GamFed Committee Member, Egypt) hit the road to Port Said, Egypt to speak about "Gamification in Social Entrepreneurship" at the Youth Digital Engagement Conference organised by UNESCO along with the Ministry of Youth and Sports. The audience was extremely engaged, thoroughly energised, and very eager to implement gamification techniques in their projects.

BEACONING Training Event at Coventry University's Disruptive Media Learning Lab



10 teachers representing Primary and Secondary Schools in Coventry UK, Malta, Norway, Poland and Greece took part in a 'Special Request' training on April 4 and 5, as part of their participation in the 3-year Erasmus + FIND Project – Future Inventors, New Discoveries. Coventry University's team were asked to provide training on the BEACONING solution for visiting teachers.

Shout out to GamFed member **Dr. Sylvester Arnab** who is coordinator and lead of the BEACONING Project.

[Find out what happened at the workshop](#)

Mark your calendar: GamiLearn '19 calls for paper submissions

GamiLearn'19

3rd International Symposium on Gamification and Games for Learning

22 October 2019, Barcelona, Spain

The third international symposium on gamification and games for learning is scheduled for 22 October 2019 in Barcelona, Spain. Calls for paper submissions are out. Important dates are as follows:

Call for papers: April 5, 2019

Submission deadline: July 1, 2019

Notification of acceptance: July 26, 2019

Final camera-ready: Sep 6, 2019

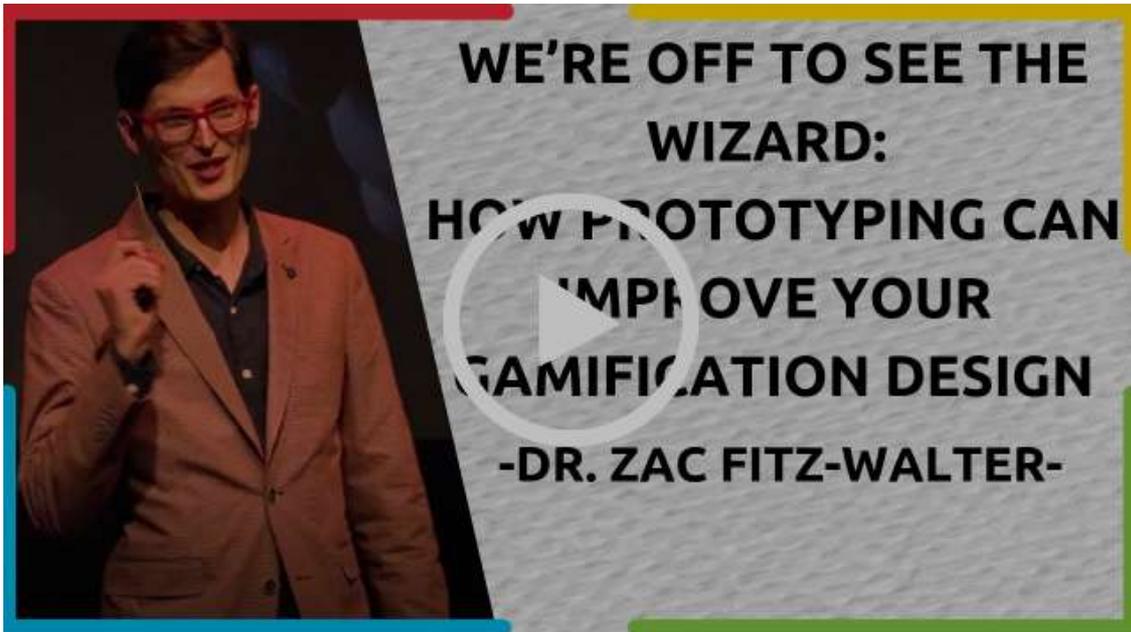
Symposium: October 22, 2019

[Find out how you may submit your entries](#)

[Find out who the confirmed speakers are on their Twitter handle](#)



How Prototyping Can Improve your Gamification Design | Dr. Zac Fitz-Walter | Gamification Europe



Prototyping is the key to successful gamification design. Creating prototypes early during the design process can help save both time and money, but more importantly it can help maximise the fun of your design. In this presentation, Zac explains how you can create a range of prototypes from low-fi paper designs to high-fi digital interfaces (you'll also learn about sneaky Wizard of Oz prototypes!) You'll understand the importance of prototyping, learn how to effectively create a prototype, and leave with an understanding of useful tools and processes to maximise fun.

[Watch the talk here](#)



Top 3 Game Mechanics





Andrzej Marczewski
Gamification Guru
Consultant Motivait.net

An initiative by [Insert Coin](#) to share, every week, the favourite game mechanics of the gurus, experts and enthusiasts of gamification - featuring stars of the field including several GamFed members such as **Toby Beresford, Sabrina Bruehwiler, Kira Downer, Dr. Sylvester Arnab,** and **Vasilis Gkogkidis.**

Andrzej Marczewski is a Business Consultant at [motivait.net](#). One of the most influential people in the gamification community and consistently number one on the Gamification Guru Leaderboard, he is the author of “Even Ninja Monkeys Like to play” and the father of the player type framework - “The User Type Hexad”

[His three favourite game mechanics are...](#)



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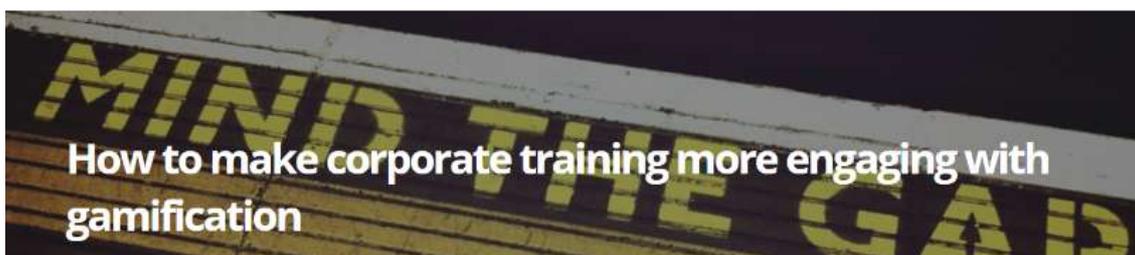
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News from beyond GamFed...

How to make Gamification more Engaging | Octalysis Group



The Octalysis group shares a case study on how they applied the Octalysis Framework in a step by step manner when designing a corporate training program for workplace safety.

[Read the case study here](#)



News from beyond GamFed...

Why Is Gamification Becoming a New Marketing Priority?



About 67% of Americans, or roughly 211 million people, play video games on at least one type of device, with more than half of those who game, playing on multiple platforms, according to a 2018 study released by Electronic Entertainment Design and Research. As a result, video game technology has infiltrated sectors far beyond the entertainment industry.

[Read recommended strategies and tactics to assist with gamification initiatives.](#)





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