

# GamFed Newsletter (April 4)

[Campaign Preview](#)

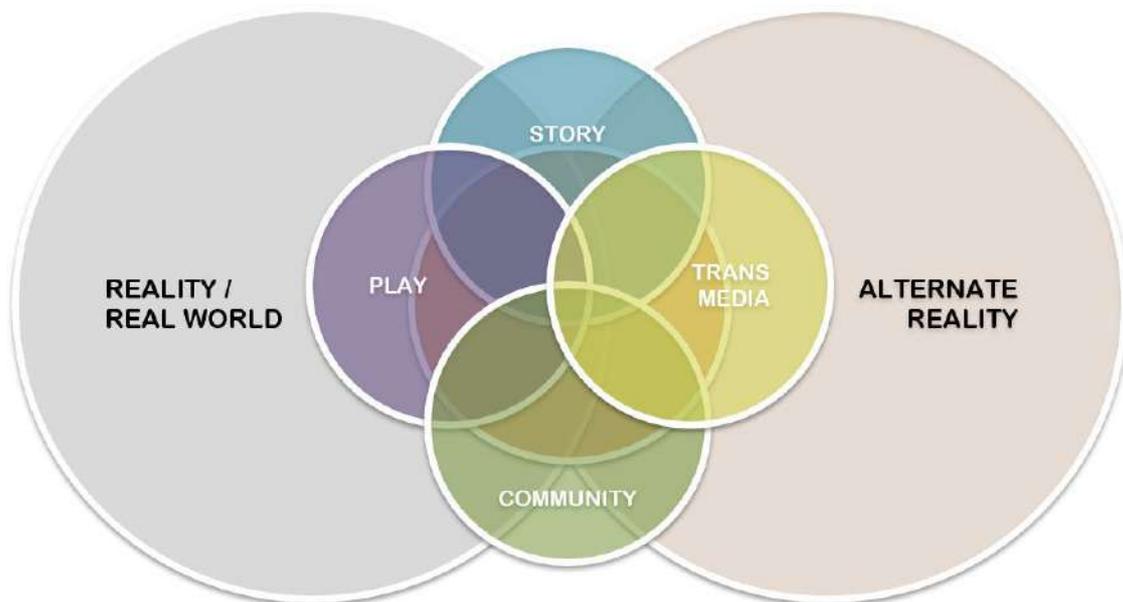
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## The Hunt for Mister X - The use of Alternate Reality Games for workforce gamification, recruitment and brand loyalty



An Alternate Reality Game (ARG) is a highly engaging game, weaving the real world with a fictional world through a compelling backstory, using different media, subtle gameplay, and influence from the community that plays it.

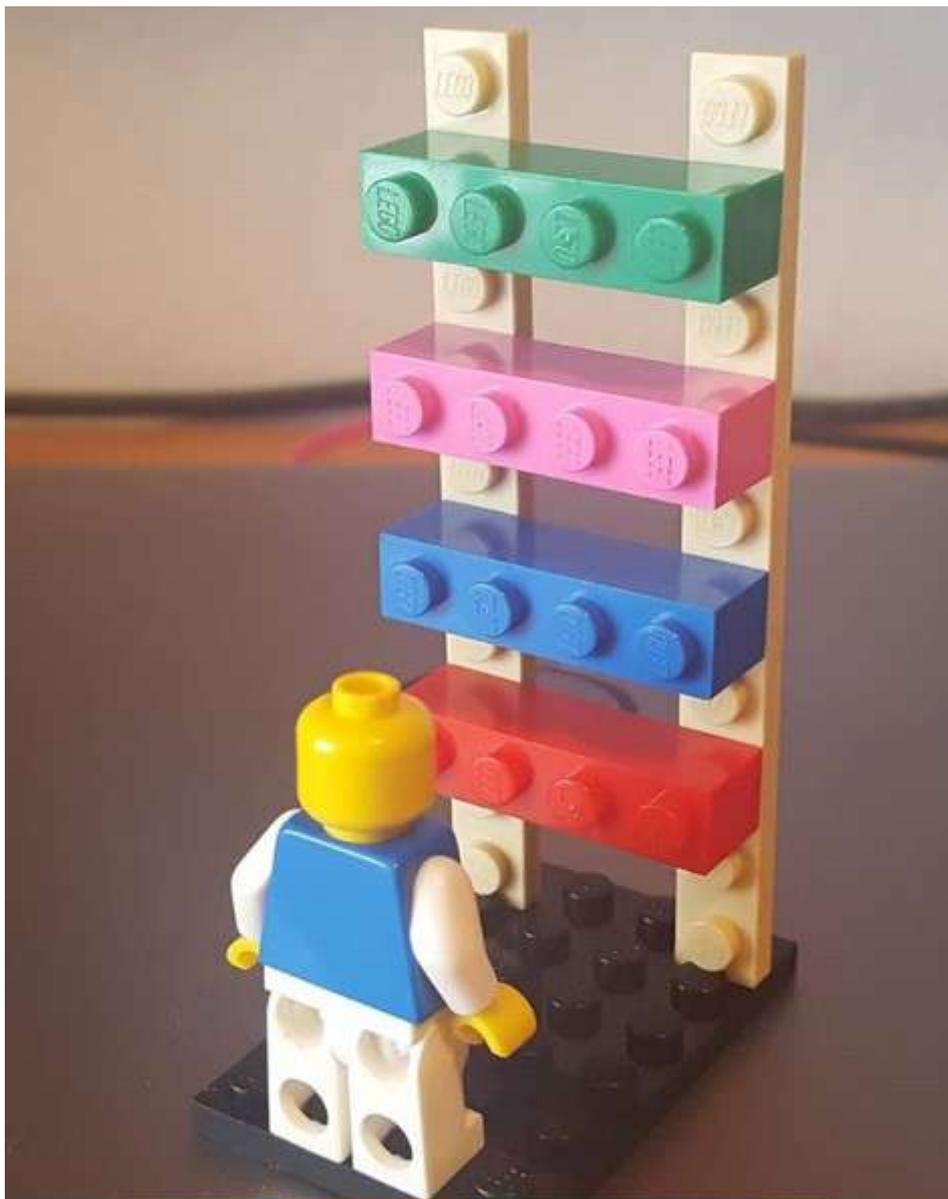
In this long form article first published in 2016, experience designer, gamification expert and GamFed Ambassador (Netherlands) **Michiel Van**

**Eunen** asserts that provided they are well executed, ARG's are exciting and they can have a huge impact on a large group of people. You can use them within your company - with your employees being the hero's - or create one for your customers to connect them to your brand.

[Read the full article here](#)



## **My experience using Lego Serious Play to teach Human Resources/Organisational Behaviour | Vasilis Gkogkidis**



Vasilis Gkogkidis, doctoral researcher at SPRU (Science Policy Research Unit) at the University of Sussex and GamFed Ambassador (Greece) shares insights and experiences that he gained using LEGO® SERIOUS PLAY® to facilitate Human Resources and Organisational Behaviour seminars at the University of



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## How to do team-building experiences the right way



What often is needed is being taken out of the regular, the mundane, and placed into an unknown environment to gain a new perspective of what can be done. For the change of perspective to be effective, it is a necessity that when choosing a team-building exercise it is one that has direct experiential learning writes **Albert van der Meer**, founder of [aestranger.com](http://aestranger.com) and GamFed member. [Read Albert's recommendations here](#)



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## BEACONING Showcase: Gamified and Pervasive learning

April 11, 2019 @ 9:00 am - 4:00 pm





The EU Funded Beaconing project lead by Coventry University's DMLL has produced an authoring tool for game-based learning that allows educators to create their own gamified lesson plans. The platform provides location-based capability, where you can create lesson plans that will make use of physical spaces and locations.

The one-day event at Coventry University London Campus aims to demonstrate:

1. Beaconing – Gamified Lesson Plan authoring tool
2. Accessabar
3. Beaconing VET applications

[Find out more and register for the event here](#)



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## What are Scorecards and how do they work?



# SCORECARDS

The Scorecard is a streamlined update of your general performance and level progression. Used in strategic management, this performance metric identifies key areas that need improvement. They are also a consistent reminder of how well learners are doing on the platform.

[Find out how to use them best on Growth Engineering's blog](#)



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## UX & Gamification: The Big Picture | Melinda Jacobs | Gamification Europe



In this session, Melinda Jacobs explains why it's time we start talking about UX in gamification. This session gives a crash course on why UX matters, why it's a part of everything we do, and how narrative and gamification fit in.

[Watch Melinda's talk](#)

### Top 3 Game Mechanics



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.**

**Sabrina Bruehwiler** is a Business Consultant working for the Octalysis Group. She is specialised in gamification and behavioural design with over 8 years of experience in visual communication and user focused design.

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

## News from beyond GamFed... Global Gamification Market Report



**Global Gamification Market By Solution , By Deployment , By Organization Size , By Application , By End-User Vertical , By Region, Competition, Forecast & Opportunities, 2024**

March 2019 | 120 pages | ID: 5762137 | Format: PDF

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Global gamification market was valued at \$ 6.8 billion in 2018 and is projected to grow at an impressive CAGR of 32% to reach \$ 40 billion by 2024 on account of growing demand for customer experience enrichment and improved engagement of employees.

[Find more details from the report here](#)

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## News from beyond GamFed... Karl Kapp on Gamification | Off-the-Cuff Episode #011



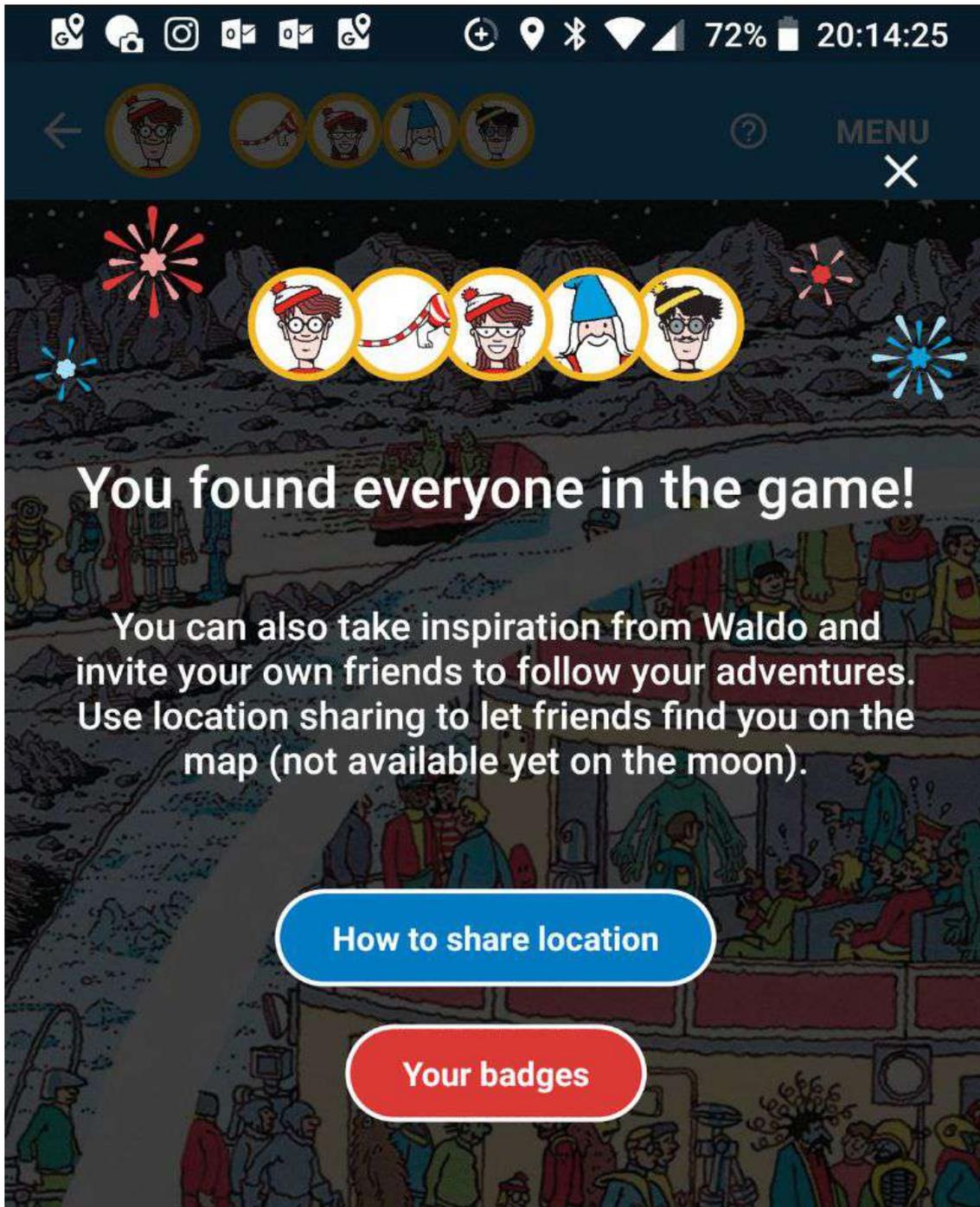
Karl Kapp has been spreading the love of gamification for learning and development for the better part of the last decade. In this episode with ATD Central Florida, he discusses game design vs gamification, why and when we should gamify learning experiences, and some of his current projects.

[Watch the interview here](#)

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News from beyond GamFed...

April Fools' Game and Gamification — Of Virtual and Reality | Michael Wu



Gamification pioneer [Michael Wu](#) reflects on how our lives today are inseparable from the digital/virtual world. He deconstructs his experience playing Where's Waldo on Google Map last year which he concludes was a brilliant use of gamification strategy to introduce users to Google's location sharing feature.

[Read Michael's article here](#)

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