

GamFed Newsletter (Feb 7)

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**Annual General Meeting on 8th February:
Reminder with details to join the meeting**

**YOUR KIND
ATTENTION**

GamFed's next Annual General Meeting (AGM) is scheduled for Friday, 8 January, at 2:00 pm, UK time. Here is a gentle reminder for all eligible members to attend.

You may login and attend the meeting in the following ways:

[Join Hangouts Meet](#)

meet.google.com/who-gadz-xse

[Join by phone](#)

+1 405-362-7492 PIN: 853 135 073#

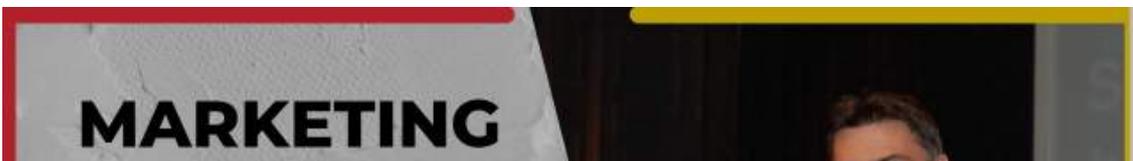
GamFed Interviews: By members, of members, for members.
Interview #1 with Team Think Codex



Think Codex is an award-winning leader in Learning Gamification solutions based in Malaysia, with R&D partners in the USA, UK, Netherlands, Singapore, & Australia. In a recent interview with Andrew Lau, Founder and CEO of Think Codex, and his team, they opened up about their journey, their philosophy, and what they are looking forward to in 2019.

[Read the full interview here](#)

Talk: Selling Gamification to Gamers





Head of Consulting at 3radical, Will Stuart Jones shares the 3radical gamified marketing case study. [Watch his talk here](#)



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Story Arcs: 7 Templates for Story Narratives



Adding narrative to your training is a compelling and stimulating way to disclose your content. Weaving stories into your training doesn't have to be a daunting task, especially with these 7 narratives write GamFed member **Growth Engineering** in this useful blog.

[Catch the 7 templates here](#)

Photos: BOND Playful Training



Day 3 of BOND playful training with **Dr. Sylvester Arnab** demonstrating beautifully, the what's your story cards.



Picture from Day 2 where participants learnt about escape rooms and what's your story cards.

News from beyond GamFed... The Benefits of Constructionist Gaming



©Strange Loop Games

Playing and building games helps students understand complex systems - including their own systems of thinking writes **Dr. Matthew Farber** in this exhaustive article for Edutopia

News from beyond GamFed...

Is this the year you transform your business using gamification?



Gamification can be a key element of digital transformation. By using game design elements in non-game contexts, it is possible to increase conversation rate in sales, provide rewards to customers who complete tasks and can educate and teach employees.

[Read the article here](#)

News from beyond GamFed...

Gamifying My Life: How video game principles can make adulthood much more epic





In this fascinating article on Medium author, **Luke Mac**, writes how he decided to play a new game - and you can too. This is the story of how he blended lifestyle and video game design to give himself more epic wins, including seven “cheat codes” on how you can do the same.

[Read the article here](#)



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Mark Your Calendar: GamiCon 2019 in September this year



THIS WEEK - Calls for Speaker Proposals and Gamification Project Throwdown entries will open for GamiCon 2019. [Deadline for proposals will be early. Make sure you get your ideas together and watch for the links](#)

[early March so get your ideas together and watch for the links.](#)



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