

GamFed Newsletter (Feb 13)

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Annual General Meeting on 8th February: New Steering Committee for 2019



Ahmed Hossam



Emad Henin



Gustavo Fortes Tondello



Viola Nicolucci



Sandra Abadir



Andres Garcia Parker
Committee Chair



Sabrina Bruehwiler



Alessandro Sandionigi Corcione



Andrew Lau



Ercan Altug Yilmaz



Jaxton Cheah

The Annual General Meeting was held on 8th February at 2:00 PM UK time. Outgoing chairman Pete Jenkins chaired the meeting.

Andres Garcia Parker was elected as the Chair of the Committee while Andrew Lau, Alessandro Sandionigi Corcione, Ercan Altug Yilmaz, and Jaxton Cheah were elected as new members into the Steering Committee.

created as new members into the Steering Committee.
The first meeting of the new Steering Committee will be held next week. In that meeting, roles for every every member of the new Steering Committee will be defined.

On behalf of the entire GamFed community, to the Steering Committee of 2018, Thank You. And to new Steering Committee, welcome and all the very best.

[Read the full notes of the Annual General Meeting](#)



Congratulations Dr. Mustafa Galal, The New GamFed Ambassador in Saudi Arabia



Dr. Mustafa Galal is a Learning, Development, and coaching professional with over 10 years of diverse experience in different fields like pharmaceutical, medical, retail and education. Mustafa excelled at different positions through out his career that gave him a deep insight into people psychology. He is also the director of external relations of the ICF Saudi Chapter.

Mustafa established his own brand (BRIDGING) that helps individuals and companies to clearly define and achieve their own strategic objectives thereby achieving better performance through designing and developing customized developmental solutions using the most recent tools and methodologies,

especially gamification, game based learning and experiential learning.

Mustafa is certified in the following domains from international bodies:
Gamification in learning, Key Performance Indicators, Change Management,
Entrepreneurship, and Leadership.

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Interview with Serious Games Designer Tania Vercoelen by Gamification+



After organising a playtesting session with Serious Games designer Tania Vervoelen to test out her new team building board game, Project Ninjas, Gamification+ caught up with her for a short interview on designing serious games.

Her advice: Test lots, gather lots of feedback, and play lots for inspiration.
[Read the full interview here.](#)

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Ton 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**. [Watch the first episode featuring GamFed Co-Founder Toby Beresford](#)

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How to gamify? A method for designing gamification

Table 1. Ideation toolbox used in practice

Tools	Purpose
Board and Video Games	Playing of games and discussion of game mechanics can stimulate the mindset and support ideation [11, 12, 110, 114, 125], [36].
Design Lenses	Design lenses [7] provide a special perspective on a design space to guide ideation and design in a particular direction [12, 16, 111, 116].
Design Cards	Design cards mostly contain design lenses, such as basic human needs. Random and playful brainstorming with these cards can

	help to come up with ideas for gamification [12, 18, 111, 116, 117, 119], cf. [1].
Visualizations	Visualizations (e.g. process models) are used to understand and communicate the relationships between users and their behavior in the considered environment [111], cf. [30].
Game design patterns	Commonly reoccurring parts in games are often used as foundation to develop ideas for gamification approaches [17, 18, 19] (see [15, 27, 29, 33] for typical patterns).
Story Cubes	Dices with different icons, which are typically used to support the creation of stories. The story in turn can then be used as starting point to develop design ideas [18, 111], cf. [33].
Canvases	Structuring of gamification ideas in a systematic way. Canvases can help to communicate ideas, identify weaknesses and compare approaches [15, 116, 117, 122] (e.g. [8]).
Decision trees	Decision support and guidance for e.g. the selection of game elements and mechanics [118], cf. [28]
Best practice / gamification pattern	Best practice examples and reoccurring parts in gamification approaches are used as starting points for the ideation [114, 122, 124], cf. [6, 16, 17, 27, 39].

In this paper, GamFed member **Benedikt Morschheuser**, and fellow researchers **Karl Werder**, **Juho Hamari**, and **Julian Abe** seek to advance the understanding of best practices related to the gamification design process. They deliver a comprehensive overview of gamification guidelines and shed novel insights into the overall nature of the gamification development and design discourse.

[Read the paper](#)



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Workshop: Build Your Future with LEGO



Vasilis Gkogkidis facilitating a session "Build your future with LEGO", in association with RFACTOR at Cambridge Junction



Participants using LEGO Serious Play to help set their business goals for the year, facilitated by **Vasilis Gkogkidis**.

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Celebration: Highlights video of GamUp's Game Jam Night



Enjoy the highlights video from GamUp's Game Jam Night!

[Watch the video](#)

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News from beyond GamFed...

How Gamification Can Help You Attract the Best Talent?



Gamification is a new successful trend in the selection and hiring of staff. In this

article, you will discover best practice examples of companies using gamification in recruitment and learn how you can do the same to leverage your hiring process in 2019.

[Read the full article](#)

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News from beyond GamFed...

How To Use Gamification In 2019: What Works And What Doesn't?



Gamification was set to take the world by storm. And yet, many bold predictions from the influential 2011 Gartner Hype Cycle report about the gamification industry did not materialize. So was it just a fad? Or is the best yet to come? Let's take a look at where things stand in heading into 2019.

[Read the full article here](#)

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