

GamFed Newsletter (Feb 28)

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An Interview with Andres Garcia Parker: The New Chair of GamFed



Last week, a week after Andres Garcia Parker had been elected as the new Chair of GamFed in the Annual General Meeting, I had a chance to interview him via video call. Over lots of laughs, loud background music at the local Starbucks (I'm sorry Andres, I promise I'll call from a quieter location next time), and charm that immediately puts you at ease, Andres generously answered questions about himself, his work, gamification, and his ideas for GamFed.

[Read on for excerpts from that interview.](#)



Study:

Can educators be a game designer and a co-author of gamified learning?



Games, which are more readily embedded into existing educational practices, are more likely to be accepted by educators as useful resources. Professor of Game Science and GamFed member **Dr. Sylvester Arnab** writes about initiatives he is involved in which demonstrate that educators can be a “game designer”, co-creating and authoring game-based learning resources.

[Read his full article here](#)



Article: The Top 6 CRM Gamification Mistakes (And How to Avoid Them!)



Top 6 CRM Gamification MISTAKES

A comprehensive article detailing the most common mistakes we make when implementing gamification in CRM along with solutions offered by prominent gamification professionals including GamFed co-founder **Nicolas Babin**.

[Click here to read the article](#)



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Talk: A Day at the Beach, by Michiel Van Eunen at Gamification Europe



Michiel Van Eunen's (GamFed Ambassador - Netherlands) talk delivered at Gamification Europe last year is a story of how he shifted from making games for fun, to making games that help companies realise their goals, boost employee engagement, trigger desired behaviour, spark energy, strengthen company values, and/or activate innovation. [Watch the talk here](#)



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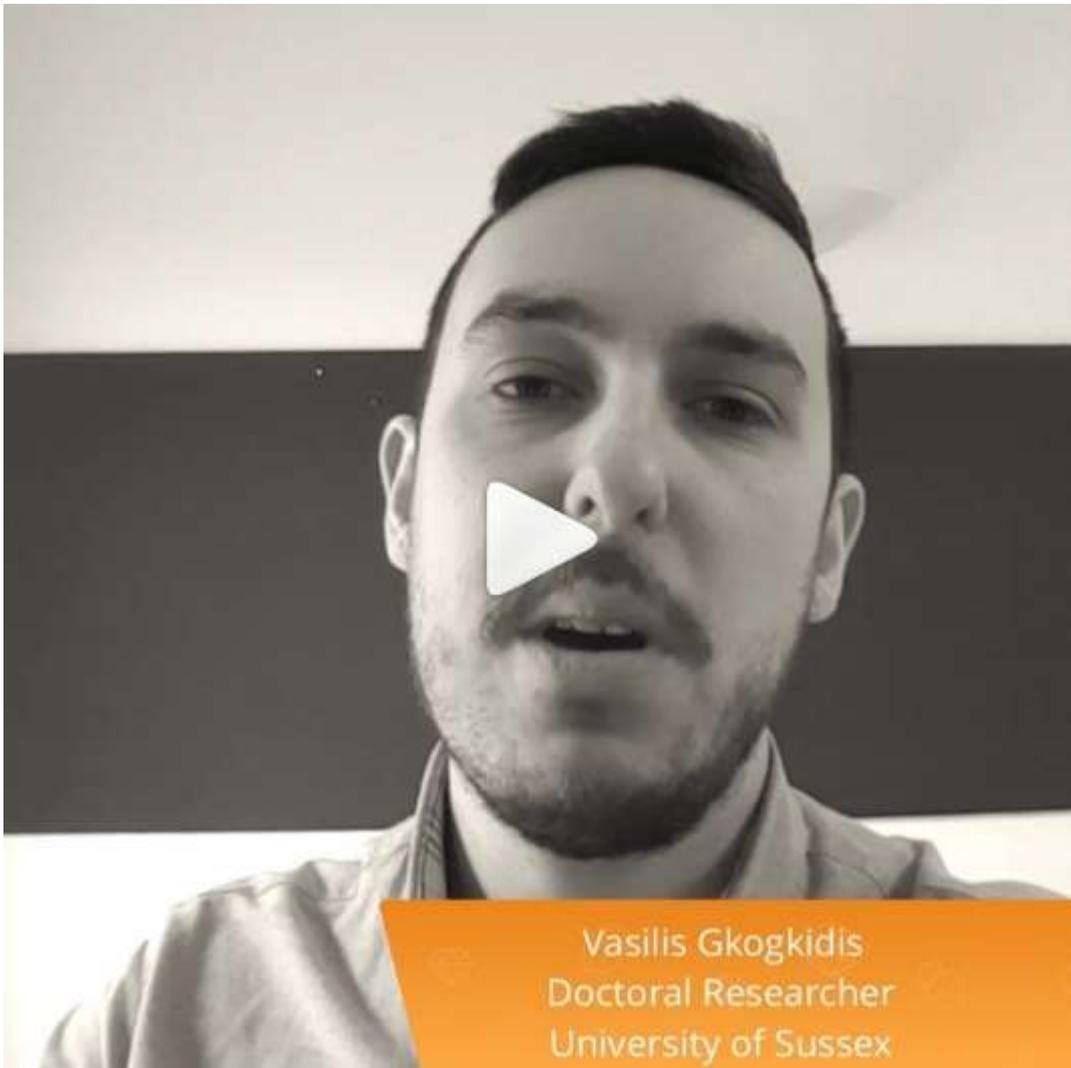


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Top 2 Game Mechanics



Vasilis Gkogkidis
Doctoral Researcher
University of Sussex

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 third episode featuring GamFed Ambassador \(Greece\) Vasilis Gkogkidis](#)

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New Member Alert:
Welcome Ambikesh Prasad, to the GamFed community





[Ambikesh](#) is an Entrepreneur and HR Tech enthusiast, interested in Gamification, Engagement, and Employee Experience

He has worked in Business Development and Customer Relationship Management roles for almost a decade. He has forged extensive contacts in the APAC region which help an organization in selling within the geography.

With Selfdrvn, Ambikesh manages the Indian region. SelfDrvn was established in 2015 to provide Software-as-a-Service (SaaS) platform solutions to help organizations improve engagement in employees and customers using gamification and big data behavioral analytics.



Congratulations!
Gamified Marketing Workshop by GamUp and FEPS Business Incubator



On Saturday, 23rd February, GamUp hosted by FEPS Business Incubator conducted a full day workshop on Gamified Marketing in Cairo University. Congratulations to GamUp's founders **Sandra Abadir** (GamFed Secretary and Content Lead) and **Dr. Emad Henin!** (GamFed Committee Member)

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News from beyond GamFed...

In search of in-app money, Amazon launches rewards program.



Amazon gamifies the shopping experience with a CPA channel. Amazon will help companies make money — if they use its products in lieu of loyalty rewards.

[Read the full article on DigiDay here](#)

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News from beyond GamFed...

How gamification can boost cyber security





The average cost of data breaches caused by employees, mostly by accident, is more than \$8 million (£6.1 million) per year, according to the Ponemon Institute. Using techniques derived from game-playing helps to up-skill staff so they can better cope with cyber threats.

[Read the article published on Information Age here](#)



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News from beyond GamFed...

9 examples of the use of serious games in HR



Cisco, Deloitte, Marriott, LinkedIn and several other companies are warming up to the use of serious games in the recruitment and on-boarding processes.

[Read all the 9 cases here](#)



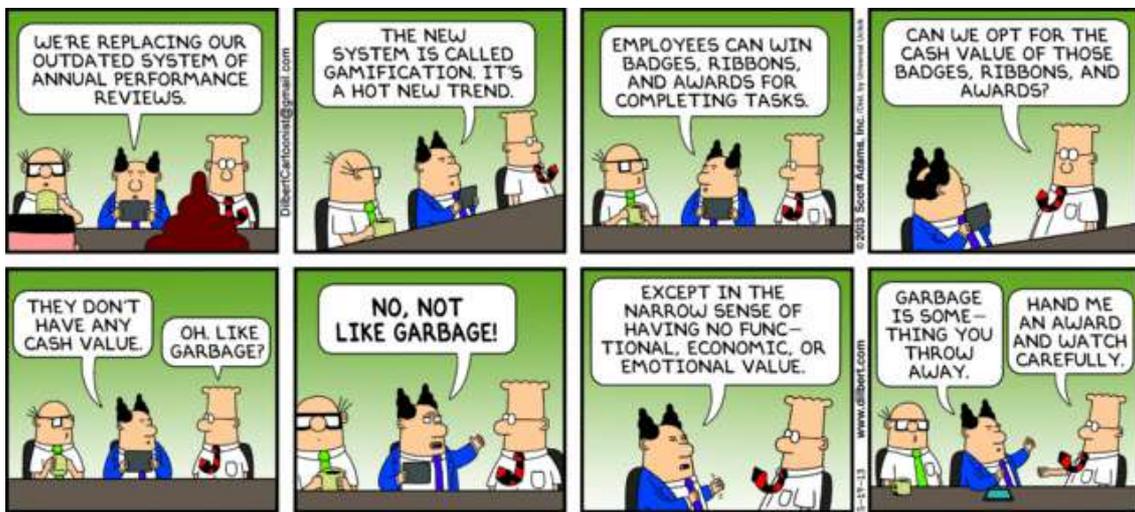
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"Oh awards! What are you but a manipulative tool used by a society filled with souls seeking validation for standing out of the ordinary. Shouldn't standing out of the mundane be the norm?"

Me watching the Oscars every year... and not winning one every year...

What's that thing about sour grapes?



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