

# GamFed Newsletter (March 28)

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## How to apply gamification to a paper book



**Juan J. F. Valera Mariscal**, author of *Gamification in the Company*, and GamFed ambassador (Spain), in this post first published on his blog in 2016, recounts how he added gamification mechanics to his book. He details how he included levels, progress bars, medals, activities, development feedback, social interaction, and surprises to create a whole new way of experiencing reading thanks to the inspiring power of gamification. (The blog is published in Spanish. Right Click -> Translate to English renders a coherent version of this fascinating experiment.)

[Take me to the blog-post](#)

## Level up your staff by using games and gamification in the workplace



On Monday, March 25, Gamification+ founder and GamFed ambassador **Pete Jenkins'** article was published on the City A.M website and in their newspaper with a circulation of just over 100,000 people in London. In his article, Pete outlines how gamification can help motivate employees and urges greater use of gamification in business.

[Read Pete's article online here](#)

## What does it mean to be human in the age of digitization?



Beginning with the question that lends itself to the title of this insightful 3 part article, Think Codex CEO and GamFed Vice-Chair, **Andrew Lau** posits that gamification may provide an answer. Systems must facilitate collaboration, build relationships between employees and customers, and most importantly help change behaviour.

[Take me to part 1](#)

[Take me to part 2](#)

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## Hybrid Learning Spaces and Game based Learning



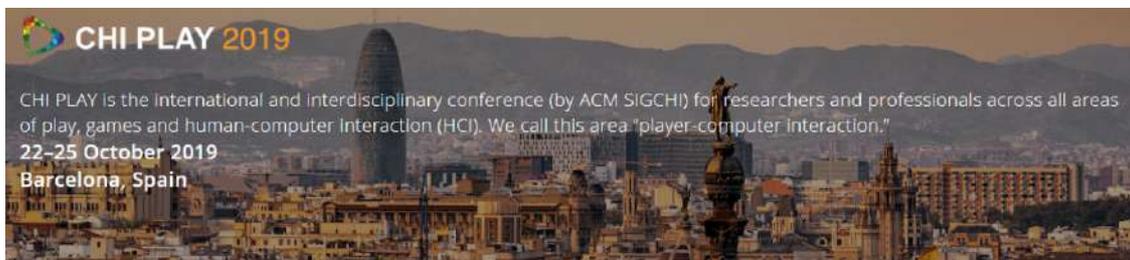
**Prof. Dr. Sylvester Arnab** holds a professorship in game science at Coventry University, where he investigates the use of games, gamification, and serious games in teaching and learning. He is co-initiator of the Disruptive Media Learning LAB and gave a keynote on innovative teaching and learning experiences through research and creative practices during Summer School 2018. In this interview first published in September last year, he talks about hybrid learning spaces and game based learning.

[Watch the interview](#)

[Read the interview](#)

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## Mark your calendar: CHI PLAY 2019 coming soon; Paper submissions due



CHI PLAY is the international and interdisciplinary conference (by ACM SIGCHI) for researchers and professionals across all areas of play, games and human-computer interaction (HCI). 22–25 October 2019 in Barcelona, Spain.

### Key Dates:

**April 9, 2019:** Full papers submissions due

**May 2, 2019:** Workshop and Course proposals due

**July 5, 2019:** Doctoral Consortium, Works-in-Progress, Student Game Design Competition, Interactivity track and Rapid Communication papers submissions.

Shout out to **Gustavo Tondello**, University of Waterloo and GamFed Ambassador (Research) who is one of the organisers of the conference.

[Find out more, register for the conference, and submit your papers here](#)



## Mark your calendar: London Games Festival 2019 - 2nd and 3rd April

		Keynotes	Games Impact Summit	Interactive Narratives	Games Culture Forum	Live Games Summit	Founder Stage	Demo Zone	Ensemble exhibition	Learning area	
	HUB Two-Day Access Pass	✓	✓	✓	✓	✓	✓	✓	✓	✓	£149
Tuesday 2 April	Games Impact Summit		✓			✓	✓	✓	✓	✓	£50
	Interactive Narrative Summit			✓		✓	✓	✓	✓	✓	£50
	Day One: Founder Stage, & Demo Zone					✓	✓	✓	✓	✓	FREE
Wednesday 3 April	Games Culture Summit				✓	✓	✓	✓	✓	✓	£50
	Live Games Summit					✓	✓	✓	✓	✓	£50
	Day Two: Founder Stage, & Demo Zone					✓	✓	✓	✓	✓	FREE

*Prices listed above are before VAT and booking fee*

The London Games Festival 2019 opens with the second annual LGF HUB, a central home for agenda-setting summits, galleries, demo zone, international pavilions, and networking spaces. HUB runs over two days: **Tuesday, 2 April and Wednesday, 3 April** within the Embankment Galleries at Somerset House,

in the heart of London.

[Find out more about the festival and buy tickets here](#)



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## Has Gamification Failed? | Dr. Marigo Raftopoulos | Gamification Europe



In this talk, **Marigo** shares the early findings of her longitudinal research on tracking enterprise perceptions and use of gamification of a group of innovators and early adopters of gamification over a five year period. The warning signs show that industry is becoming increasingly sceptical about the design, business and technological capabilities of gamification and have raised concerns over the lack of innovation. This talk concludes with a call to action to all gamification practitioners and technology vendors to either lift their game or risk the decline of the industry.

[Watch the talk](#)



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## 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**.

**Rob Alvarez**, featured this week, is the creator and host of the number one gamification podcast in the World: [professorgame.com](http://professorgame.com) where he interviews gamification experts on a weekly basis. Rob is also a teacher and a gamification designer at IE Business school.

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



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### News from beyond GamFed...

**Video games are a way to experiment without risk**





Effective in a leisure activity, the mechanics of video games now find their place in the world of business and in the field of education. What can we learn from them and how can this industry grow? (Right Click -> Translate to English if you prefer it over the French version)

[Read the article here](#)



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**News from beyond GamFed...**  
**Increasing User Retention in Gyms with the Octalysis Framework**



What draws customers to a product or an experience? What helps create long term habits? How can gyms and health centres influence and strengthen customer motivation through Behavioural Design? Find out below!

[Read the blog here](#)



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**News from beyond GamFed...**  
**Gamification: Key to engaging your Sales Force**

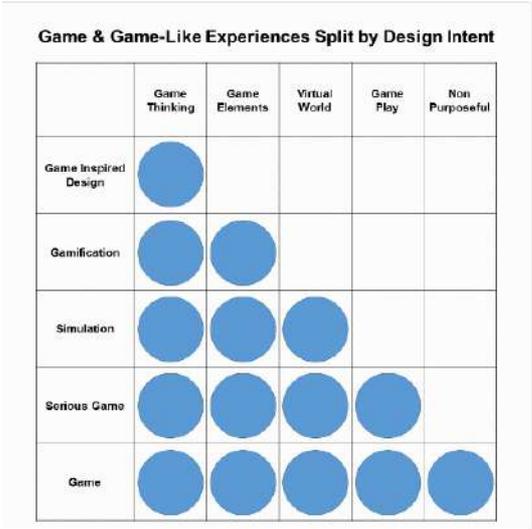




While many incentive programs are soon ignored, gamification makes desired actions and rewards part of the immediate sales environment.

[Read the article by Mark Herbert here](#)

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Game Thinking Differences Between Gamification Games



GAME store makes the most of broken shutters








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