



# Gamification Workshop

Who says fun can't be serious too? The concept of *gamification* is all about using experiences from the gaming industry in other digital areas to increase motivation and encourage specific behavior. Gamification has been identified as a fast growing and important field by Gartner.

During the workshop we give an overview of the gamification area and the overall benefits of a gamification approach. We review your business and how it could be affected by taking on gamified functionality.

In practical terms, this gamification offer will let you take part of our accrued knowledge around idea management, product development, and experience from the gaming industry. We will act as advisors and coach you in finding fun ways to change your business,

taking into account what has worked for others. As a result of the workshop you will have proposals for areas to gamify and proposals for hands-on approaches to moving ahead and developing solutions with a gamification focus.

The Gamification Workshop is offered as a full-day workshop with up to 12 participants.

## Learn more about Gamification!

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