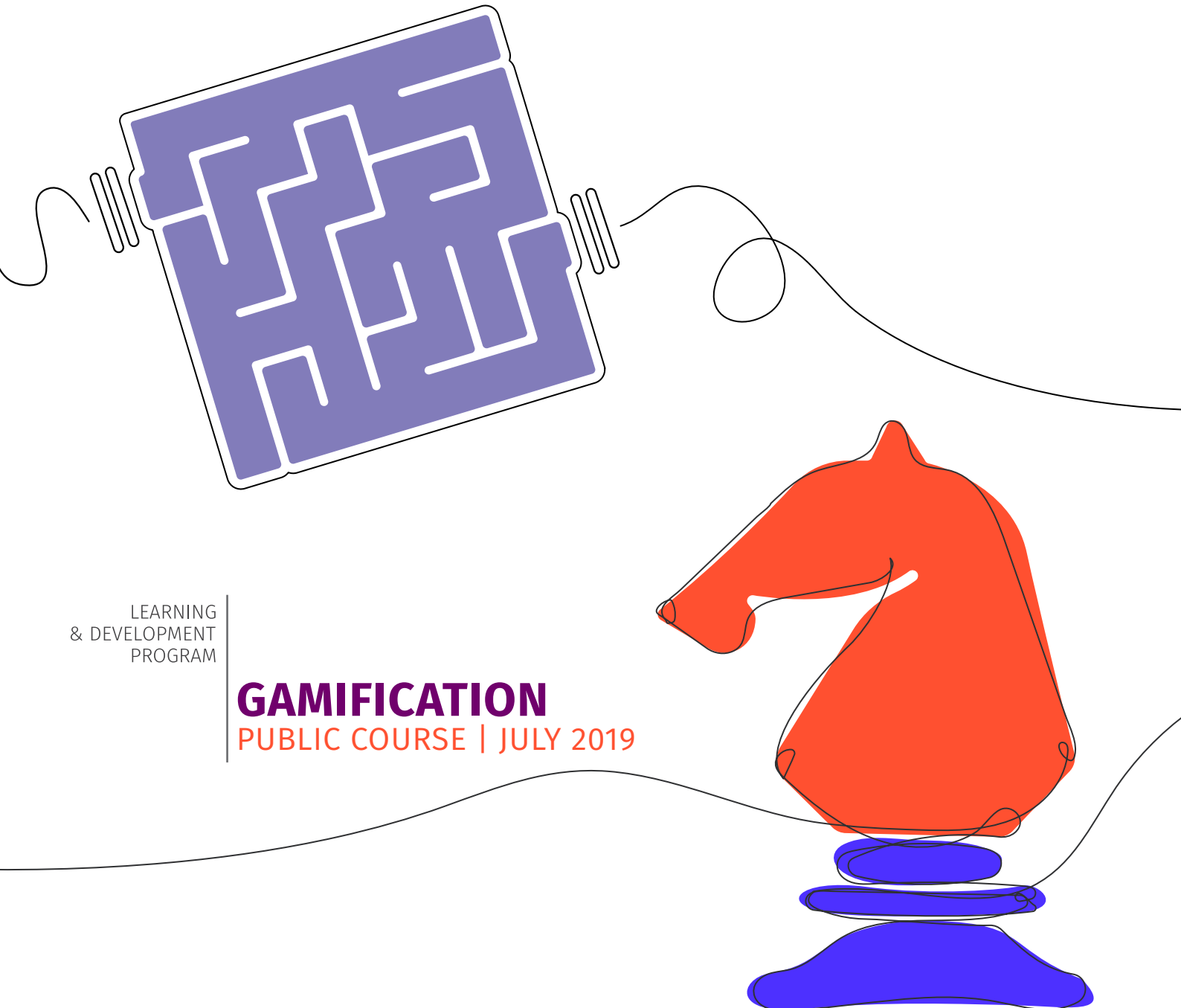


# GAMIFICATION CERTIFICATION



LEARNING  
& DEVELOPMENT  
PROGRAM

**GAMIFICATION**  
PUBLIC COURSE | JULY 2019



# WHAT IS GAMIFICATION?

LEARNING & DEVELOPMENT PROGRAM

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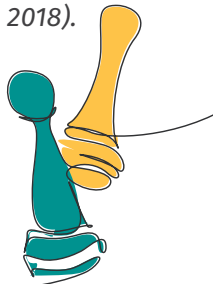
The generally accepted definition is that “Gamification is the use of design techniques from games in a business context or some other non-game contexts.” (Werbach, 2013).

Gamification is a way to apply game mechanics to secure an increased engagement with a process and to achieve the desired behaviour from that engagement.

Gamification is based on existing theories in motivational psychology, behavioural economics, user experience design, game design, and more. Importantly, Gamification provides professionals with a practical framework enabling them to easily apply these psychological theories to a business or process.



The gamification industry is expected to be worth between \$11.1 billion and \$22.9 billion over the next 3 years. (Mordor Intelligence, 2018).



## OUR PARTNERS

**GAMIFICATION+** are globally recognised leaders in Gamification consultancy and training. They help organisations achieve behaviour change through game like experiences and design of Gamification strategies that help make everyday work more fun!

Their work and training experience spans to companies around the world including UK, Germany, Italy, Turkey, Russia, Singapore, Malaysia, Thailand, Canada, Greece, and UAE to name a few.



## MEET YOUR TRAINER

**Pete Jenkins** is an international speaker, adviser, and trainer in Gamification. Pete took the number one spot on the “Gamification Gurus Power 100” in February 2016.

Pete founded GAMIFICATION+ LTD in 2000. He has since advised and trained companies of all sizes, both in the UK and internationally, on the use of Gamification. GAMIFICATION+ won the Board of Trade Award from the Department of International Trade in January 2019.

Pete is in his 11th year as entrepreneur in residence at the University of Brighton. He lectures on Gamification and entrepreneurship at undergraduate and post-graduate levels. He also guest lectures on Gamification at King’s College London and ESCP Europe.

Pete is chair and organiser of Gamification Europe, an annual conference for Gamification practitioners. The next conference is in November 2019 in Berlin.

Pete is also practice director, Gamification at Intelestream Inc. in Chicago, a Customer Relationship Management (CRM) product development and consulting firm that recently launched Splash a gamified onboarding and goal setting app for Sugar CRM.

**GAMIFICATION+**

<https://gamificationplus.uk/gamification-training/>



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## LEARNING OBJECTIVES

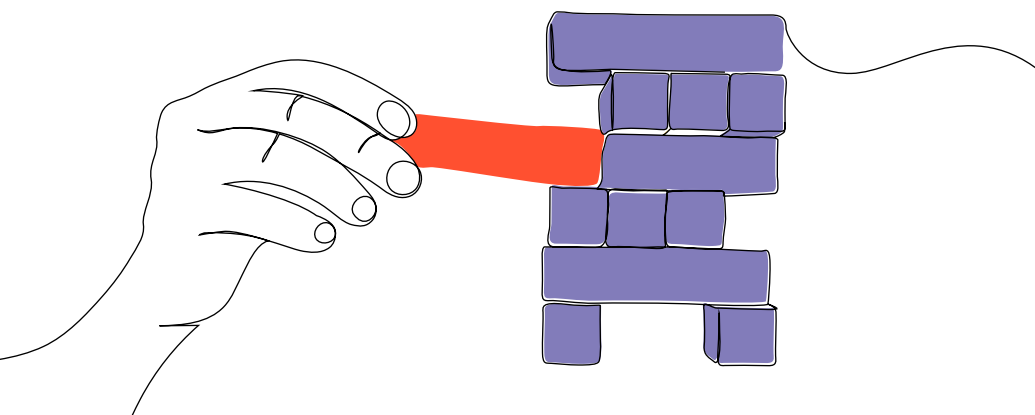
**DEVELOP** Gamification knowledge and understanding to motivate and engage attendees

**DESIGN** a fun and engaging Gamification framework tailored for your organization

**DELIVER** high ROI on your Learning & Development programs

**APPLY** suitable Gamification techniques to different segments

**OPTIMISE** Gamification through exciting hands-on exercises, world-class case studies, and best practices



## PROGRAM OVERVIEW

### MODULE 1

The theory behind Gamification

### MODULE 2

Analysing how Gamification can be used for learning & development

### MODULE 3

Analysing Gamification examples through the lens of the player journey

### MODULE 4

Gamification prototyping

### MODULE 5

Implementing Gamification and follow-up on planning

### MODULE 6

Improving playability, engagement and user adoption

### MODULE 7

Pitching your Gamification project

## WHO SHOULD ATTEND?

Learning & Development Managers

Human Resources Managers

Staff or Professionals that are interested in improving their strategy and its programs

People who don't want to actively create Gamification strategies themselves but need to know how it works to enable them to manage others (including external agencies) who create and run gamification platforms on their behalf



# COURSE I.D.

LEARNING & DEVELOPMENT PROGRAM

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## Dates

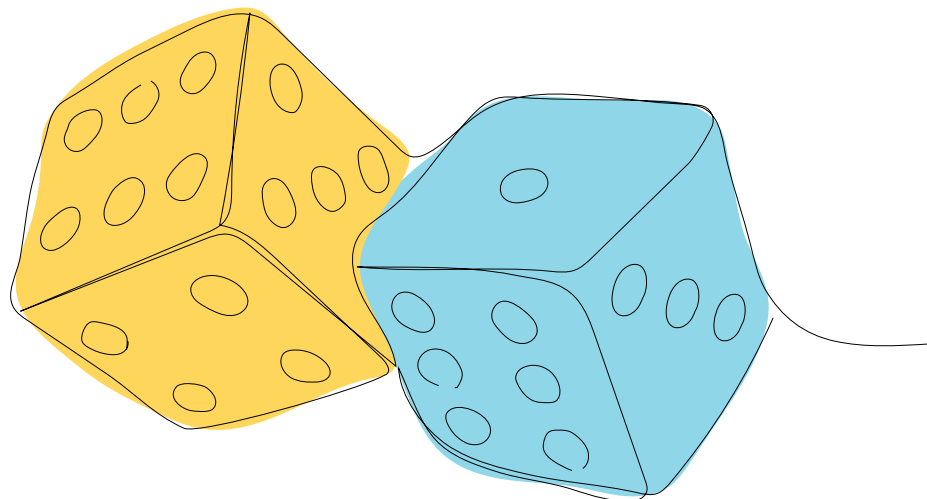
11 & 12 July, 2019

## Fees

USD \$1500 + 11% VAT

## Course Length

2 Full days From 09:00AM till 05:00PM



## For further information:

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