

Gamification Foundation (EN)

Group Training

Training code	CGAGAMFCE
Spoken Language	English
Language Materials	English
Dayparts	2
Price	€800,00 excl. VAT No extra costs.

What is Gamification Foundation

Gamification is the use of game principles and techniques in a non-game context, to encourage users to fulfill their tasks. The training Gamification Foundation examines what is at the basis of applying Gamification.

In the digital world today competing for the favour of customers and employees is an important issue because they are becoming less loyal to a brand or organization. Customers are faced with an overload of information from different channels, all clamoring for attention. Why should a customer choose one brand over another? Who exactly is this customer and how do you obtain insights about his background, his needs and behaviour. How do you keep your customers captivated and how convert them and increase this conversion? With a jealous eye marketers look to the power that emanates from games. Why does anyone continue to play a game? This training focuses on gamification, the use of game mechanics in the design of digital solutions.

Who should attend Gamification Foundation

This training focuses largely on two target groups. One is the set of HR departments that have to do with transformation. They can adopt Gamification in fact very well in order to raise awareness of people and get them in movement. This training is also aimed at those people who are mainly involved in design. Both of these groups will leave the training with a satisfied feeling. At the beginning of the training participants are asked from which discipline they represent and the training is then tailored accordingly to fit their needs.

Prerequisites

No entry level applies to this training.



Objectives

In today's digital world, fighting for the favor of the customer and employees who are increasingly less loyal to a brand or organization. In addition, customers are confronted with an overload of information from the various channels that all cry out for attention. Why does he choose one brand over the other? Who is this customer and how do you get insights about his background, needs and behavior? How do you continue to fascinate your customers and how do you increase conversion? Marketers look at the power of games with a jealous eye. Why does someone keep playing a game? This training focuses on gamification, the use of game mechanics in the design of digital solutions.

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