

## 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 non-game contexts. This training, 'Gamification Foundation', delves into the fundamentals of implementing Gamification. In today's digital world, vying for the attention of customers and employees is crucial. In addition, they are becoming less and less loyal to a brand. Customers are overwhelmed with information from various channels, all vying for attention. This training focuses on gamification, the use of game mechanics in the design of digital solutions.

### Who should attend Gamification Foundation

- Marketing Professionals: Learn how to leverage gamification to increase customer engagement and brand loyalty.
- Product Managers: Understand how to incorporate game mechanics into a product or service to enhance user experience.
- HR Professionals: Discover how gamification can be used to motivate employees and increase productivity.
- UX/UI Designers: Gain insights and techniques that can be used in the design phase of a product to increase user engagement.
- Business Strategists: Learn how gamification can be used as a strategy to increase customer retention and business growth.

### Prerequisites

No specific prerequisites. However, a basic understanding of digital marketing and user experience design would be beneficial.

### Objectives

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At the end of the training, you will be able to:

- Understand the concept of gamification and its application in various fields.
- Identify the needs and behaviors of customers in the digital world.
- Apply game mechanics in the design of digital solutions to increase user engagement and conversion.

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