

**Welcome!**

**How to Use Gamification to Engage  
Both Online and Onsite Attendees**

is about to start!



# **How to use Gamification to Engage Both Online and Onsite Attendees**

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# Workshop agenda



**Why  
Gamification?**



**Gamification  
essentials**



**Engagement  
type and  
possible games**



**Tools used**





# ENGAGEMENT

One of the biggest challenges for the organizers.



# Why gamification?

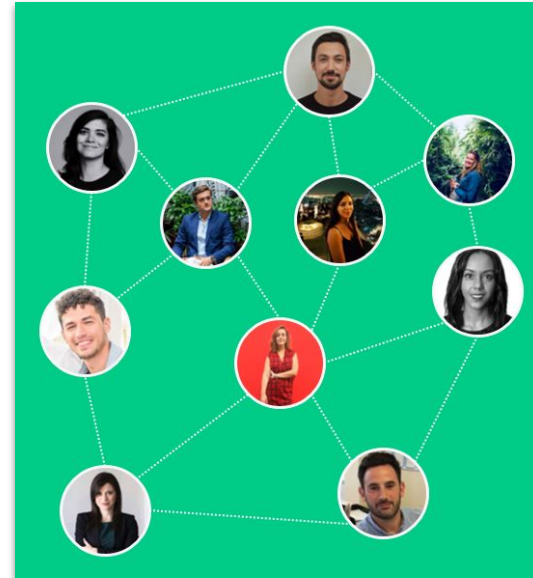
- Attracting
- Driving attention
- Fun spirit/challenge
- Generating organic communication

# Gamification essentials

- Defining the **target audience**
- Understanding specific **event goals**
- Launch and share info about your game in all **pre-event communications and marketing.**
- Keep the game rules and prize giveaways **clear and simple**
- Use the **tools and technology** that meet your needs

# Different types of engagement

- Attendees <> Event
- Attendees <> Attendees
- Attendees <> Exhibitors & sponsors
- Attendees <> Speakers





**What are your roadblocks  
for engagement and  
gamification?**

# How? Attendees with..

## Event

- Social media
- Surveys with points
- Feedback that counts
- Team power
- Personalized badges/ trophies
- Visual stimuli/Public shoutout
- Crowdsource your content
- Photo contest

## Attendees and sessions

- Interact with enthusiasm
- Best network

## Exhibitors

- Prizes & giveaways
- Interact to win points
- Exhibitors can raise their game
- Generate leads
- Exhibitor satisfaction

## Speakers

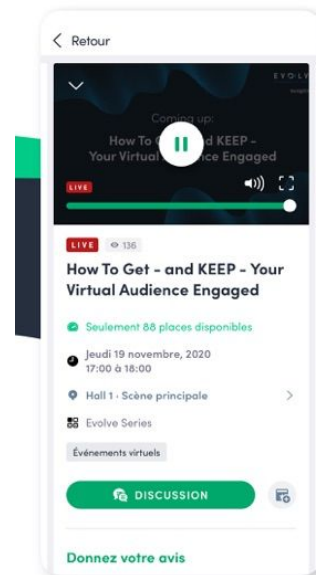
- Incentivizing event promotion
- Social media
- New registrations

Gamification is not a matter  
of budget, **it's about  
creativity!**

# Which tools?



validar.™



Analytics **ACTIVE**



**Questions?**



# Thank you!

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