



Game Center User Guide

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1. GAME ON

Gamifying your event app is a fun way to increase attendee engagement and achieve your event objectives. Whether you want to encourage attendees to explore your venue, meet new people, or complete learning-oriented tasks, the game feature adds exciting new ways to create a memorable and valuable experience.

The goal of the game is simple: to incent your attendees to get actively involved at your event! Attendees earn points whenever they complete a range of app-based activities. The rules of the game are straightforward and are contained within the Application itself.



2. STANDARD GAMIFIED ELEMENTS

You can include any or all of the following components in your game:

Upload a photo	Earn 10 points per uploaded photo, up to a maximum of 100 points per day
Tweets	Earn 10 points per tweet, up to a maximum of 100 points per day*
Send a message	Earn 10 points per sent message, up to a maximum of 100 points per day
My Schedule	Earn 10 points per added event, up to a total of 100 points
My Briefcase	Earn 10 points per added document, up to a total of 100 points
My Exhibitors	Earn 10 points per added Exhibitor, up to a total of 100 points
Add a note	Earn 10 points per added note, up to a total of 100 points
Take a survey	Earn 20 points per survey
Complete a quiz	Earn 10 points for each correct answer
Check In to a session	Earn 10 points per session, up to a maximum of 100 points per day
Exchange contact info	Earn 10 points per session, up to a maximum of 100 points per day
Scan a QR code	Point values vary.

Points and caps for every action can be adjusted according to your needs.

3. THE LEADERBOARD

The Leaderboard helps everyone keep tabs on how they measure up against other attendees. It lists the user's current score at the top, along with the top ten point leaders.

Leaderboard statistics are updated in real-time, every time someone earns points in the game. For many of your attendees, the Leaderboard is the strongest motivation for playing the game – some people love seeing their name up in lights! The good news for you is that it means attendees are doing what you want them to do at your event, and they're more likely to have a better personal experience in the process. That's the hallmark of event success.

If it fits your event, you can display the Leaderboard on a video wall using a web link for all to see. You can also reset the Leaderboard any time you like, for example when you want to run a new game on each day of a multi-day event.

4. INCLUDE A REWARD PROGRAM

A points-based reward program can make your game even more motivating and enjoyable! Add prizes or incentives for certain achievements. Whether motivated by the leaderboard or specific to locations or people, adding in a reward can really liven up your event. Using the game can be a great way to get Sponsors involved with promotional prizes and giveaways.

5. SETTING UP YOUR GAME

Like every part of your event, a little advance planning for your game will help make it easier to manage and more fun for your attendees. You'll be happy to learn that most of the game setup happens automatically when your app is first configured. There are only a few components of the game that require some preparation: choosing which components to exclude from your game (all are included by default), changing the point values, and altering the instructions to suit your event style.

6. QR ZONE

The QR Zone is a part of your game that gets people out of their chairs and moving around while still using your app. QR Zone uses pre-printed cards placed throughout your event location. Attendees 'check in' by scanning the QR codes printed on the cards, or by entering the corresponding 4-digit PIN number into the app.

7. A WORD ON CHEATING

We have worked hard to design the game so it is easy to use, collaborative, and engaging for participating attendees, but some will inevitably attempt to “game the game” to drive up their Leaderboard ranking. There may be some over-zealous attendees who try to figure out ways to accumulate points by “cheating”: performing point-generating activities repeatedly (e.g. entering random codes in the QR Zone, tweeting or uploading photos excessively from the app, etc.). To avoid this, we have placed hard limits on the number of points in each game category. On the bright side, any unsportsmanlike behavior will require the users to engage with and use your app (which is a very good thing!)

8. CONTACT

If you would like to discuss any element of this document please contact us with the below details.

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