Virtual Event Place

Product Overview: Gamification

What is Gamification?

Engagement is one of the most important elements in a virtual exhibit hall. How can you keep conference attendees tuned-in and excited in front of their computer? Gamification in a virtual exhibit hall is not as limited as you think. Gamification allows us to create competitions by adding points based on engagement to certain areas and items within your booth.   Increased audience engagement doesn't just benefit the attendees, it benefits the exhibitors.

Benefits of Gamification

- Improves the learning experience
- Engages the people attending
- Helps to retain your audience through the duration of your show
- Provides attendees a sense of achievement which encourages them to come back
- Provides instant access to performance feedback (leaderboards)
- Puts the user in control and allows them to set goals for their performance
- Allows users to feel part of a team/community with everyone competing or playing the same game

Gamification Available in Virtual Event Place

Assign points to locations and assets within your virtual event. The points are awarded to the user when they visit the location and view the page or item. These locations include:

Visit:	Action:	Result:
● Trade Show Booths	● Leave a business card ● Download document ● Access a resource	● Earn points

Points will be attributed to an action or series of actions. An action consists of the asset or place in the trade show that an attendee must click on or visit in order to get the points. For example, we will assign 100 points to anyone who visits your booth or 50 points to anyone who leaves a business card at your booth booth.

ACHIEVEMENT MOTIVATION

Gamification Items & Rewards

Points are assigned to specific items which will reward those who access, download or view them. In order to assign points to documents within your show, they must first be uploaded into your company profile within Virtual Event Place. Your project management team will work with you in setting up the documents to ensure the points can be assigned and tracked correctly.

Leaderboards & Reporting

We will use leaderboards to help increase retention and engagement. A well-designed leaderboard keeps attendees engaged with achievable goals. It also provides competition and social opportunities.

The leaderboard presents every user with their points so everyone can see how they stack up. Note: You can limit leaderboard access to certain groups within your show.

Note: the leaderboard updates hourly with new stats.