

Tip Sheet

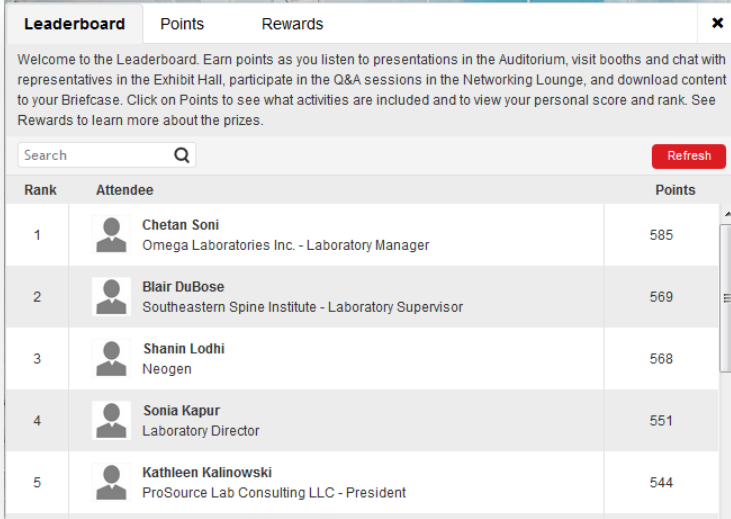
Gamification With Leaderboard






Get smart about gamification to engage attendees across your program – with your content, your staff, your sponsors/partners and each other.

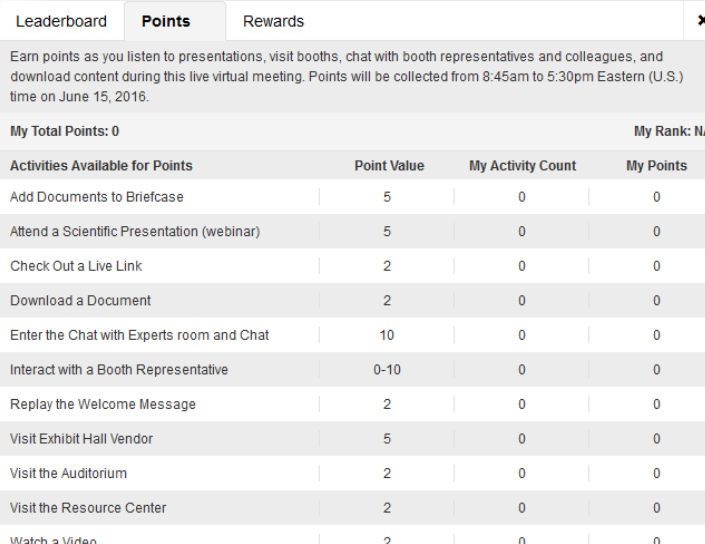
The Leaderboard is a perfect blend of game mechanics and content metrics that drives competition, and behavior, among your attendees.

Follow these steps to make your Leaderboard program a winner:

1. Make a list of important activities. Do you want attendees to visit booths, listen to keynotes, consume specific content, participate in private or group chat?



Rank	Attendee	Points
1	 Chetan Soni Omega Laboratories Inc. - Laboratory Manager	585
2	 Blair DuBose Southeastern Spine Institute - Laboratory Supervisor	569
3	 Shanin Lodhi Neogen	568
4	 Sonia Kapur Laboratory Director	551
5	 Kathleen Kalinowski ProSource Lab Consulting LLC - President	544



Activities Available for Points	Point Value	My Activity Count	My Points
Add Documents to Briefcase	5	0	0
Attend a Scientific Presentation (webinar)	5	0	0
Check Out a Live Link	2	0	0
Download a Document	2	0	0
Enter the Chat with Experts room and Chat	10	0	0
Interact with a Booth Representative	0-10	0	0
Replay the Welcome Message	2	0	0
Visit Exhibit Hall Vendor	5	0	0
Visit the Auditorium	2	0	0
Visit the Resource Center	2	0	0
Watch a Video	2	0	0

2. Rank those activities in order of importance. Which activities will make the most impact on reaching your program goals?
3. Assign point values to each activity; be sure points reflect the relative importance.
4. Provide rewards that motivate attendees. Everyone likes gift cards, while sometimes recognition may be enough. Ask sponsors to provide prizes.

5. Set clear expectations regarding how many winners/prizes will be awarded, including how you will handle a tie.

6. Schedule a start and end time that dictates how long attendees have to earn points.

Remember: Some attendees will take actions only to gain points, not because they are interested in the content. Balance that with knowing attendees are being exposed to content they may not have otherwise seen, creating more possibilities for interest and connection.