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?

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.