Virtual Destinations are all about engagement, and one of the best ways to engage attendees is with gamification.

The Leaderboard is an opportunity to drive increased attendee engagement while motivating those attendees to take the actions most important to your specific program. Get your attendees competing for prizes — or just top rank — and you’ll see your activity counts and interactions skyrocket.

With the Leaderboard, you can:
- Assign point values for specific actions, like visiting booths or downloading content
- Offer rewards or prizes based on points achieved

And your attendees can:
- Measure where they rank amongst all attendees
- View a list of points per activity, so they know how to gain more points
- See what rewards or prizes are available

The Leaderboard module is highly configurable, allowing you to track a variety of actions with descriptions relevant to your audience. Run a single contest over the course of your entire program, or schedule new leaderboard “rounds” to re-engage attendees.

Some of the activities you can track:
- Content Views — Webinars, Live Links, Videos, Downloads
- Room Entries — Booths, Auditorium, Meeting Rooms, Lounges
- Chat Conversations
- Briefcase Adds
- Badge Swipes

Please Note
Talk to your account team to learn more about this powerful option for your next virtual program.