


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

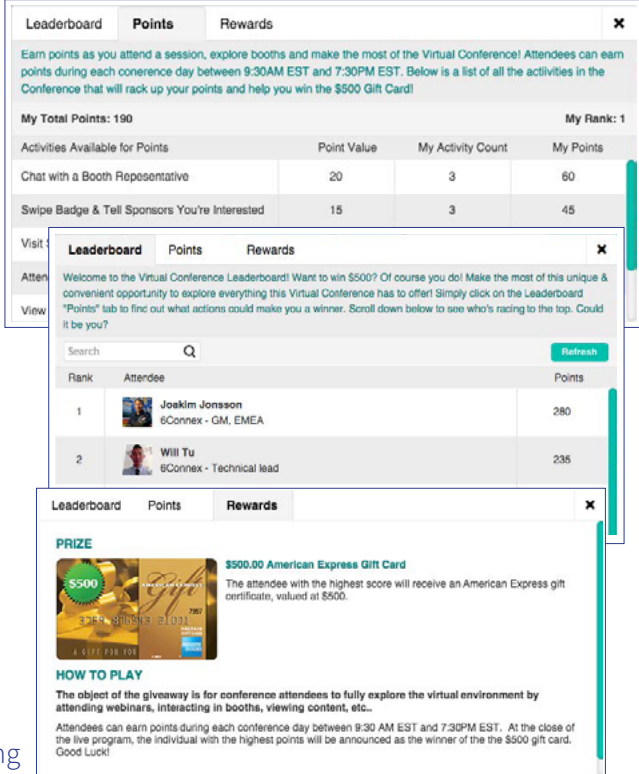
And **your attendees** can:

- ✓ 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



The screenshot displays the 'Leaderboard' interface with three tabs: 'Leaderboard', 'Points', and 'Rewards'. The 'Points' tab is active, showing a table of activities available for points. Below this, a 'Leaderboard' section lists the top two attendees: Joakim Jonsson (280 points) and Will Tu (235 points). A 'PRIZE' section highlights a '\$500.00 American Express Gift Card' as the reward for the highest score. A 'HOW TO PLAY' section explains the rules of the contest.

Activities Available for Points	Point Value	My Activity Count	My Points
Chat with a Booth Representative	20	3	60
Swipe Badge & Tell Sponsors You're Interested	15	3	45

Rank	Attendee	Points
1	Joakim Jonsson 6Connex - GM, EMEA	280
2	Will Tu 6Connex - Technical lead	235

PRIZE

\$500.00 American Express Gift Card
 The attendee with the highest score will receive an American Express gift certificate, valued at \$500.

HOW TO PLAY
 The object of the giveaway is for conference attendees to fully explore the virtual environment by attending webinars, interacting in booths, viewing content, etc...
 Attendees can earn points during each conference day between 9:30 AM EST and 7:30PM EST. At the close of the live program, the individual with the highest points will be announced as the winner of the \$500 gift card. Good Luck!



Please Note

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