


## 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

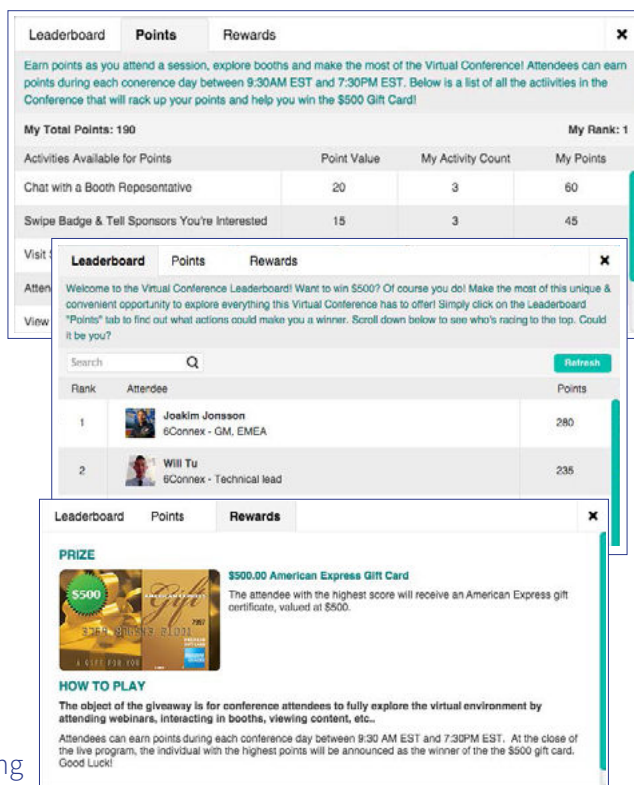
And **your attendees** can:

- ✓ 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 Virtual Conference Leaderboard interface. It includes a 'Points' tab showing 'My Total Points: 190' and 'My Rank: 1'. A table lists activities available for points, such as 'Chat with a Booth Representative' (20 points each, 3 activities, 60 total points) and 'Swipe Badge & Tell Sponsors You're Interested' (15 points each, 3 activities, 45 total points). Below this is a 'Leaderboard' tab showing a list of attendees ranked by points. The top two attendees are Joakim Jonsson (280 points) and Will Tu (235 points). A 'Rewards' tab shows a '\$500.00 American Express Gift Card' as the prize for the top performer. A 'HOW TO PLAY' section explains that attendees can earn points during the conference by attending webinars, interacting in booths, and viewing content.

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



### Please Note

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