# Gamification with Leaderboard

**Communiqué**

## Engage Your Attendees With Games and Prizes

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.
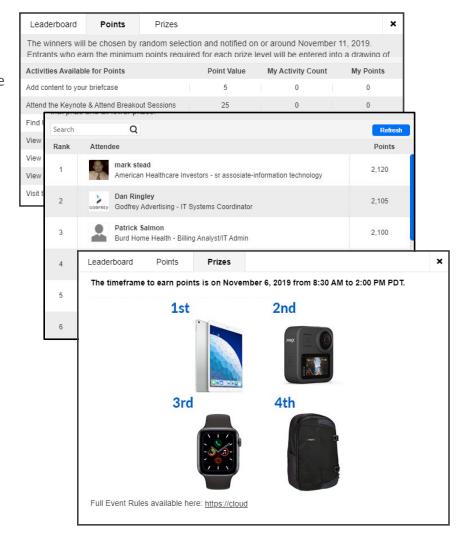
With the Leaderboard, you can:

✓ Assign point values for specific actions, like visiting booths or downloading content
✓ Offer rewards or prizes based on points achieved

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

Some of the activities you can track:

✓ Content Views — Webinars, Live Links, Videos, Downloads
✓ Room Entries — Booths, Auditorium, Rooms, Lounges
✓ Chat Conversations
✓ Briefcase Adds
✓ Badge Swipes

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