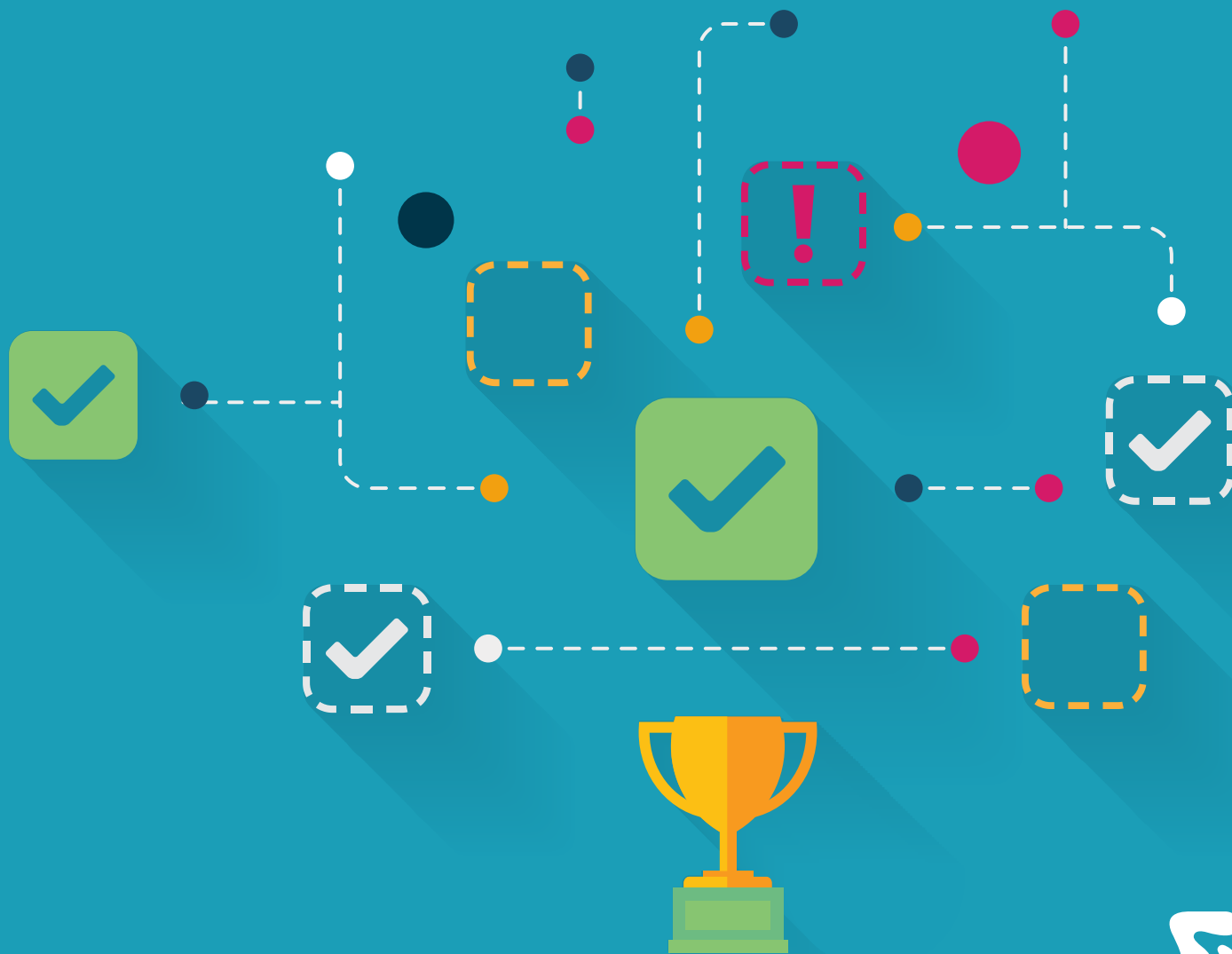


IMPLEMENTATION GUIDE

Check-In Game



PRESENTED BY



Check-in Game



Games use tried and tested engagement mechanics and this guide will show you how to leverage them in fun activities that reinforce your exhibitor and sponsorship objectives. Gamification is a strategy, not simply a technology tool. Clear objectives, concept design, promotion and execution are critical to the success of your game. To ensure you are taking all the necessary steps, we've broken down the process to seven stages from identifying your objectives to measuring your success.

Each and every event will be different from the last. Outlining the objectives in full detail will serve as the framework that you build your event around and implement technology based on.

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STEP 3



Create Content



NOTES + IDEAS

Filling your game description with content, references and themes that are related to the sponsors and exhibitors, while keeping it familiar to the players, and will draw them into your game. Every exhibitor and sponsor will have a unique passcode to reveal to the participants. The passcode can be up to 32 characters long; however, it is highly recommended these passcodes do not exceed 6 characters in order to avoid possible typing mistakes.

Passcodes can be random numbers, letters or special characters, but from past experience, systematizing the passcodes is most successful.

RANDOM NUMBERS SYSTEM

+ 1564, 2982, 7739, 3049, 3817

NUMBER-LETTER SYSTEM

+ FH02, R812, 48FK, F45J, MAS9, 91MF

SPONSOR/EXHIBITOR NAME-NUMBER SYSTEM

+ TDBANK24, IBM65, MARRIOTT49

The sponsor/exhibitor name-number system is effective because it incorporates the names of your sponsors and exhibitors; however, it's important to include some sort of number in the passcode to ensure attendees do not simply enter every name on the sponsors and exhibitors list.

42%





STEP 4

Build a Game



NOTES + IDEAS

Now that the game strategy and concept have been outlined, use EventMobi to build your game. Simply title your game (128 character limit) and enter a description (2,000 character limit). Despite the game's flexible design, it's best to keep it simple and easy for attendees to adopt, and the description should reflect that, it's best to keep your description short and concise.

Upon accessing the game, participants will want to know the following:

- + What is the game and what do I get out of it?
 - "Meet exhibitors and our top sponsors to earn amazing prizes!"
- + How do I win?
 - "Enter the unique passcode at each exhibitor booth to earn points."
- + What do I win?
 - "Apple Watch, generously donated by our top sponsor, Apple", "Registration for Next Year's Conference", "Gift cards" etc.

Once you've outlined the game, it's time to build challenges that link back to the overall objective of your game. Notice Yahoo has a much higher point value, this is an example of tiering your sponsorship packages to drive more traffic to particular sponsors for a premium. Include the company's name (Column B) and, optionally, a description of the challenge or simply a description of the company.

| | A | B | C | D | E | F |
|---|--------|--------|--|---------|--------------|-------------------|
| 1 | Order* | Name* | Description | Points* | Passcode/ID* | Enabled (yes/no)* |
| 2 | 1 | Google | Meet the Google team and earn points! | 100 | googleplex | Yes |
| 3 | 2 | Apple | Check-in at the Apple booth to learn and earn! | 100 | iphone7 | Yes |
| 4 | 3 | Yahoo | 5x POINTS! See what Yahoo is unveiling at this year's meeting! | 500 | yahoonews | Yes |
| 5 | 4 | IBM | Don't miss out - meet the IBM team! | 100 | ibmbigdata | Yes |

Upload the Excel sheet in the EventMobi Content Manager. If and when you want to make changes to individual challenges or add more, you can do so in the Challenges Listing tab in the Content Manager. In the EventMobi Content Manager, you can create challenges one-at-a-time or you with an Excel template easily accessible in the Gamification module.



56%





STEP 5

Promote Your Game

You have an amazing game, but no one knows about it yet. Effectively marketing your game is the most important step in successfully executing a gamification strategy; even more so than having the right technology.

A check-in game is primarily executed onsite due to the face-to-face nature of meeting exhibitors and sponsors and collecting passcodes. For this reason, promotion will revolve around excitement and prizes.

MESSAGING

- + **2 Weeks Prior** Announce the game, prizes and rules. Instruct attendees to create their attendee profiles, which they will need in order to participate.
- + **1 Week Prior** Ensure everyone has created their attendee profile ahead of time. Add the Gamification widget to your event app Home Screen to generate excitement and entice attendees to use your event app's other functionality too. Explain that the game will begin when the exhibit hall floor opens (so it's important they arrive early and start networking)!
- + **First Day** Launch the game using email and a pre-scheduled Push Notifications through the app. Repeat the objective of the game, how to play, and the prizes awarded.

MEDIA

Decide what channels are most appropriate for your event. Social media can drive mass adoption, email can offer a more targeted, private approach. Decide how you're going to get the message out using your overall event communications strategy. It's critical that you incorporate the game as a part of the overall event experience, not simply an additional task.

STAKEHOLDERS

Perhaps the most overlooked aspect, communicate the game objectives and instructions to everyone at your event, not just the direct participants. Explain to speakers, event and hotel staff about the game, not only to encourage participation but to help troubleshoot if attendees ask.



MESSAGING

2 WEEKS

1 WEEK

FIRST DAY

MEDIA CHANNELS TO USE

WHO I NEED TO INFORM

70%





STEP 6

Onsite Experience

As attendees check-in onsite, every staff member must be well-versed in the game. Attendees will be arriving with questions and faint memories of reading an email about it. Onsite signage must clearly define the objective of the game and how to access it. Do not worry about explaining how to play on onsite signage—attendees will learn about that once they successfully access the game. Ten minutes before the exhibit floor opens, send out a Direct Notification directing attendees to the game.

LIVE LEADERBOARD

Your game's live leaderboard is your most powerful onsite asset. Ensure you are using every screen available to show the game's leaderboard, which will automatically update throughout the event. A key aspect of gamification is the competition, and showing who is at the top and close to it will drive participation. Keep in mind that attendees arrive at your event at different times and people may be late to arriving. Don't place your leaderboard at the registration desk on the first day as other attendees might be well on their way to the top of the leaderboard. Other prospective players may see the lead insurmountable and be deterred from engaging with the game.



DAY OF PREPARATION LEADERBOARD LOCATIONS

POSSIBLE ONSITE UPDATES

BLURB FOR SPEAKERS

84%



STEP 7



Measure Success



NOTES + IDEAS

Now it's important to measure the impact your gamification strategy had on the event objective you outlined in the beginning.

QUANTITATIVE MEASUREMENT

The following measurements can be made after exporting Excel Sheet results from the EventMobi Content Manager.

$$\text{USAGE PERCENTAGE} = \frac{\text{GAME PARTICIPANTS}}{\text{NUMBER OF ATTENDEES}} \times 100$$

If your usage numbers are less than expected, reevaluate your promotion strategy. Was the game communicated early enough? Was messaging clear? 100% usage is possible but difficult. Give yourself a few events to fine tune your promotion strategy before really targeting total usage—some people just don't want to play.

$$\text{ENGAGEMENT METRIC} = \frac{\text{MEDIAN NO. OF CHALLENGES COMPLETED BY ALL ATTENDEES}}{\text{TOTAL NUMBER OF CHALLENGES IN THE GAME}} \times 100$$

If challenge engagement is less than expected, did the game seem like too great a challenge for attendees? Was it too difficult to earn points quickly? Were the rewards tiered well enough to hook people with small scale rewards and keep people motivated to strive to the next level? 100% engagement is near impossible for medium and large events. Use your first event to benchmark this metric, it might be anywhere from 20%- 80%. From there, set your goals for future events, aiming to improve every time!

QUALITATIVE MEASUREMENT

Start by referring to post-event survey results. Understand what attendees loved most and what wasn't working for them. Depending on how you setup your survey, you may also be able to get quantitative measurement of success too. Rather than simply asking "Did you like the game?" understand the greater objective of the event: "Were you able to meet a new vendor or find a new product or service, through the game, that was relevant to your work?" This will take your analysis beyond the technology and into your fundamental event strategy moving forward. Conversations with a select group of attendees can also inform a deep dive in terms of what tools (including Gamification) did and did not work in enhancing the networking opportunities at the event.





If you have any questions or would like to learn what other marketing and event professionals have done in the past to succeed, connect with the game gurus at EventMobi.