

IMPLEMENTATION GUIDE

Scavenger Hunt Game



PRESENTED BY



Scavenger Hunt Game



Games use tried and tested engagement mechanics and this guide will show you how to leverage them in fun activities that will guide your participants through the optimal event experience. 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 objective 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.

Identify Objectives	3
Outline Strategy	4
Create Content	5
Build a Game	6
Promote Your Game	7
Onsite Experience	8
Measure Success	9



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 Scavenger Hunt game is primarily executed onsite due to the face-to-face nature of seeking out others and collecting passcodes. For this reason, promotion will revolve around excitement and prizes.

MESSAGING

- + **2 Weeks Prior** Announce the game, prizes and how to win. 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 first attendees arrive onsite (so it's important they arrive early)!
- + **First Day** Launch the game using email and a pre-scheduled Push Notification 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, communicating the game objectives and instructions to everyone at your event, not just the direct participants, will increase understanding of the game, its usage and overall benefit. 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. Check-in codes are also a great way to entice people to play. If they see the codes scattered throughout the event, they'll naturally be curious to learn more. Use Direct Notification to update everyone on a regular basis who is winning and how other attendees can participate too.

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 starting the game.

BE RESPONSIVE

Did your catering staff forget to set-up a break area? Do all of your attendees gravitate towards sitting at the back of the room during sessions. Create new challenges on-the-fly to reward people for checking in at an alternate break area or for sitting closer to the speaker. Gamification is your onsite problem solver!

IN-SESSION PROMOTION

Ensure speakers and emcees communicate the game to all attendees during keynotes and prior to coffee breaks. Providing speakers with instructions and asking them to give quick reminders can greatly increase the level of engagement. Tease your participants with images of the prizes, enticing them to get involved while they still can. Having only one prize may be intimidating to late adopters as they will feel the prize is out of reach. Multiple prizes and a random raffle system in awarding winners may help too. For example, the top 10 networkers get entered into a draw for the grand prize.



DAY OF PREPARATION LEADERBOARD LOCATIONS

POSSIBLE ONSITE UPDATES

BLURB FOR SPEAKERS

84%





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.