



### **Gamification and games at events**

Gamification is the strategy for influencing and motivating the behaviour of people, which also includes employees. Gamification can be applied across a broad spectrum of situations where individuals need to be motivated to pursue specific actions or activities in or out of the workplace.

Business networking can be important to a successful sales and marketing programme, especially for B2B enterprises that work with relatively few high-value clients. Yet the prospect of attending a networking event can conjure up feelings of apprehension, stress and even resentment. Event organisers need to change the game and inspiration could come from a psychology-based trend making waves across the business world called gamification.

Beyond its buzzword credentials, gamification has earned its place as a powerful business principle, transforming a range of sectors from fitness to military recruitment. Introducing game elements into a non-game setting works by triggering powerful human emotions such as intrigue, competitiveness and excitement. New ways of applying this simple but effective methodology are continually being found and business networking is just one of the many fields that could benefit.

In 2021 we're hoping to find an investor to make this section much more engaging with a fully interactive points system which will enable badges, points and prizes to be totalled up every month automatically, and this will include a new app just for this whole programme moving ahead.

Along with the process of gamification, we also have games played at the events we host which offer one off prizes, but we hope to change the format of this once the app is live with the gamification process added to it which will enable the points system and prizes to carry over – Exciting times...

GDPR Compliance - General Data Protection Regulation. Network Xpress follows the ICO Guidelines for its policy procedures.

### **Registered Address for writing to us.**

Network Xpress Ltd, 7 Wilton Close, Partridge Green, Horsham, West Sussex. RH13 8RX