

Venue



Here are the directions to HMKW:

<http://www.hmkw.de/hochschule/campus-berlin/>

Ackerstrasse, 76, 13355, Berlin, Germany

(1st entry; 2nd floor, ask at the reception)

Programme

Day 1: 10th March 2016, Thursday

08.30-08.55	Arrival at HMKW and getting ready for the day
08.55-09.00	Welcome from HMKW & ISPIM. Agenda (Henning Breuer, Kathrin Kaiser & Anna Trifilova)
09.00-09.30	What is gamification in fact: for learners, trainers, companies, research? (Anna Trifilova, ISPIM & University of Exeter, UK)
09.30-11.00	LEGO SERIOUS PLAY [®] as a way to explore what matters to customers (Reinhard Ematinger, Heidelberg, Germany)
11.00-11.15	Break
11.15-12.45	LEGO SERIOUS PLAY [®] as a way to explore what matters to customers (Reinhard Ematinger, Heidelberg, Germany) <i>(to be continued)</i>
12.45-13.30	Lunch
13.30-15.00	iPlay Live Session (Fabian Schlage, Nokia, Germany)
15.00-15.15	Break
15.15-17.00	iSandBox a Tool for Change (Fabian Schlage, Nokia, Germany)
17.00-17.30	Wrap-up and Q&A (Reinhard Ematinger, Fabian Schlage & Anna Trifilova)
19.00	Networking dinner with the group (please note you have to pay for it yourself)

Day 2: 11th March 2016, Friday

09.00-09.25	Arrival at HMKW and getting ready for the day
09.25-09.30	Agenda for the day (Henning Breuer & Anna Trifilova)
09.30-11.00	Modeling values-based business with the Business Innovation Kit (Henning Breuer & Adam de Nisau, UXBerlin, Germany)
11.00-11.15	Break
11.15-13.00	Modeling values-based business with the Business Innovation Kit (Henning Breuer & Adam de Nisau, UXBerlin, Germany) <i>(continued)</i>
13.00-14.00	Lunch
14.00-15.00	Group round-table discussion & reflection on training: How do we build an innovation gamification community?
15.00-15.30	Wrap-up (Henning Breuer, Adam de Nisau & Anna Trifilova)
16.00	City tour to destinations of a collective choice (For those who travel the next day)