

GAMIFICATION in INNOVATION

Continuous Professional Development Training



10-11 March 2016
Berlin, Germany

organised in cooperation with



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences
H M K W

Nokia Networks

UXBerlin
Innovation Consulting



Gamification

From Wikipedia, the free encyclopedia
Not to be confused with Game theory.
Gamification is the application of game-design elements called non-game contexts^[1] or attempts to improve usefulness of systems,^{[1][2][3][4]} physical exercise,^[1] gamification find positive effects from gamification.^[5]

Training Objective

Gamification is increasingly used as a teaching and learning approach, as a way to make serious strategic decisions, and as a technique to develop new business models...So, we thought it was time to take a serious look at this fun approach.

Training Outcome

Our speakers will share their experience in inventing games for industry and for students, using games in business and classes, relying on gamification as a helpful tool to explain, explore, expand, explicate – and anything else you can think of.



Training Facilitators

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In action

In action

What is gamification in fact: for learners, trainers, companies, research?

How do we build a Gamification Community?

In brief

In brief



Anna Trifilova
ISPIM SIG
Teaching & Coaching Innovation

Anna explores the theory behind gamification. Together we will try to understand the what, how, why, who, where and when around gamification as a vehicle for innovation



Dr Henning Breuer,
Professor for Business Psychology & Head of UXBerlin - Innovation Consulting



Adam de Nisau,
Journalist & Partner of UXBerlin in Poland

Henning and Adam will illustrate the Business Innovation Kit in action. The toolkit facilitates modelling sustainable business and revenue models. It was developed and iteratively refined in over 100 workshops with innovation managers, start-ups, and students.



LEGO SERIOUS PLAY® as a way to explore what matters to customers

Dr Reinhard Ematnger
Lecturer and Consultant from Heidelberg, Germany

With Reinhard you will experience how LEGO SERIOUS PLAY® supports organizations to systematically create a shared picture of a value proposition.

Training 'Innovation Management' based on gamification in industry & classes



Fabian S. Schlage
Head of Idea & Innovation Management, Nokia Networks

Fabian likes to innovate (!) and so he does so with gamification at work. He unveils how innovation processes and corporate business transformation can

be explored through the lens of gamification in innovation.



Group round-table discussion & reflection of the training

Places are limited. To register please contact Kathrin Kaiser at gamification@hmkw.de. Registration fee is €200 for ISPIM members and €250 for non-members. Fee includes lunches, refreshments & materials.

SIG Supporters



Venue



Here are the directions to HMKW:

www.hmkw.de/en/university/locations/campus-berlin/

Ackerstrasse 76, 13355, Berlin, Germany

(1st entry; rooms 2.08 & 2.12. on the 2nd floor)

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 & ISPIIM. Agenda (Henning Breuer, Kathrin Kaiser & Anna Trifilova)
09.00-09.30	What is gamification in fact: for learners, trainers, companies, research? (Anna Trifilova, ISPIIM & 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, HMKW & UXBerlin, Germany)
11.00-11.15	Break
11.15-12.30	Modeling values-based business with the Business Innovation Kit (Henning Breuer & Adam de Nisau, HMKW & UXBerlin, Germany) <i>(continued)</i>
12.30-13.30	Lunch
13.30-14.30	Group round-table discussion & reflection on training: How do we build an innovation gamification community?
14.30-15.00	Wrap-up (Henning Breuer, Adam de Nisau & Anna Trifilova)
16.00	Optional City tour to destinations of a collective choice (for those who travel the next day)