

EVENT MARKETING & BRANDING

Gamification, Interactive Behavioral Design & Engagement

A two-day programme in event gamification & engagement, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Explores how behavioral mechanics, game design frameworks, micro-incentives, and dynamic leaderboards drive active audience participation and retention in corporate settings.

What participants will learn

- 01** Double session participation and Q&A engagement using behavioral design principles.
- 02** Drive desirable attendee behaviors like booth visits, survey completion, and networking.
- 03** Sustain energy and focus throughout multi-day conference schedules.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 Behavioral Psychology & Gamification Dynamics

- The Octalysis framework, intrinsic vs. extrinsic motivators, and psychological reward triggers.

02 Designing Frictionless Interactive Touchpoints

- Implementing live polls, live quizzes, dynamic Q&As, and audience voice activations.

03 Digital & Physical Scavenger Hunts / Quest Systems

- Guiding foot traffic to sponsor booths and specific sessions via incentivized challenge paths.

04 Dynamic Leaderboards & Reward Ecosystems

- Balancing competitive and collaborative mechanics to encourage broad audience involvement.

Detailed programme

Day 2 | Application and action planning

05 Micro-Incentives, Tokens & Instant Rewards

- Utilizing digital tokens, exclusive content unlocks, and physical rewards to drive action.

06 Gamifying VIP & Executive Networking

- Designing structured, ice-breaker mechanics that make executive networking engaging and natural.

07 Ethical Gamification & Preventing Audience Fatigue

- Avoiding superficial mechanics, annoying pop-ups, and game burnout.

08 Interactive Experience Design Studio

- Building a comprehensive event gamification layer for a corporate summit.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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