

Gamification of 3DWire 2014

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ABSTRACT

This paper describes the objectives, the design and production process and the quantitative & qualitative results of the analog Gamification of Anonymous event. It also discusses results and the benefits of gamification for social in-person events geared toward external attendees. The methodology used to collect data was full-analog and the experience designed to neither be difficult nor time consuming. Results show that main objectives, to drive attendees to points of interest and to facilitate networking, were met. Also, results show high levels of engagement and satisfaction from attendees but also from gamification volunteers and production team as well as insights in gender and professional experience behavior towards gamification elements, but it also shows that we need more data and better methodologies to validate some of the conclusions.

Keywords

event gamification, badges, fantasy, methodology, production, analytics

INTRODUCTION

Anonymous event is an annual in-person event geared towards animation and digital audiovisual production (New Media, ICT and Videogames) that is held in Europe, bringing together lots of professionals, both national and international. The creator and organizer of the event is a European production company dedicated to the production of advertising films, short films, animation and digital postproduction.

In this case Anonymous event was held on 2014 with a rich program of lectures, screenings, workshops and spaces/rooms for meetings and communication.

Although there is few literature about gamification of events (Conferences, symposiums, seminars and similar social spaces), there are many documented cases of other marketing strategies to engage and drive attendees behavior in order to achieve business objectives. Moise et al. (2014) state that events and games have similar features. Authors say games can provoke positive emotions and a structured experience and properly advertised can

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involve and motivate hundreds or more attendees. They specify that events like Anonymous event, addressed to external environments, need an achievable and not difficult game layer, otherwise attendees might lose interest quickly due lack of time. As they suggest, designing a gamification for an external event should let players find out rules while playing, and it can be said that the gamification layer should be embodied into the event flow, not as a gratuitous task.

Gamification objectives

Main objectives of the Gamification implementation were:

- POIs (Points of Interest). To attract attendees to important spaces that were less frequented in previous editions.
- Networking. To strengthen communication between diverse attendees' profiles and to facilitate new ideas and projects.

Secondary objectives were:

- Profiling. Active profiling of attendees and participants.
- Leveling. To segment attendees and participants by professional experience level.
- Innovation. To create a sense of innovation with respect to social relationships, stimulated by innovative gamified participation schemes.
- Fun. To strengthen emotions related to the joy, generating fun moments through the interaction with the Gamification layer.
- Altruism. To show Anonymous event as a friendly meeting in the sense that actively encourages synergies to support the sector in an altruist way.

Research objectives

Gamification, though it has its theoretical foundation in other areas, lacks experimental studies that explain methodologies, results and circumstances (Hamari et al. 2014). As such, Anonymous event has been an opportunity to enhance internal knowledge and disseminate the results of the experience. Research objectives were:

- To study and evaluate the impact of Gamification in events and other social interaction spaces.
- To study attendees' satisfaction in relation to Gamification mechanics.
- To study the relationship between distinct social groups (age, professional sector, etc.) and the adoption of Gamification as a way to profile types of "gamers" in events.
- To evaluate the efficiency and effectiveness of Gamification applied to Anonymous event '14 vs. previous editions (non-gamified).

METHOD AND MATERIALS

Design

Criteria

- Gamification was optional for attendees.
- Calendar constrains limited the need to use apps, smart devices or other types of digital interaction.
- Gamification was focused on the regular activities of the event, there weren't any "extra" gamified activities that would divert effort and time of attendees.

- There wasn't an excessive load of work that, otherwise, could have lowered the engagement. Analog elements were used (stickers, metal badges, cardboards, etc.) and transactions were minimized, supporting all the management effort between volunteers and collaborators.
- It was opted for a Gamification bounded to 2-3 levels of interactions with attendees and participants that would result very effective. This way, the idea of an immersive experience was strengthened, avoiding an invasive experience.
- Gamification was based on a fantasy storytelling. It used elements and terminology from medieval fantasy like Lord of the Rings, Game of Thrones, Zelda,... (i.e. rupees, elves & orks, etc.).

Attendees' Profile

A taxonomy of attendees' profiles and interests was created based on information provided by Anonymous event's. The goal of it was to infer possible motivational factors to generate challenges that would activate behaviors allowing us to achieve the Gamification objectives.

Gamification Framework

The framework used was based on in-house knowledge & tools combined with other frameworks, highlighting the Gamification Model Canvas and the GameOn! Toolkit¹.

Quests

Cube Quest 1: Pretty face

Description: The goal was to transform the accreditation into a role playing game character sheet by including other indicators on their profile and their characteristics. To this end, attendees used a pen to add a limited number of xp (experience points) between their abilities, skills, experience, etc. depending on their professional level, which was graphically indicated.

Mechanics: The players had to choose between an elf or ork clan and stick it to the accreditation. Attendees' experience points depended on their experience level (student 5 xp, rookie 10 xp and professional 15 xp). Participants could add up to 3 skills in the accreditation. Each skill had 7 levels and each level needed 1 xp.

Investors could define their level of involvement with investment bands (silver coin 5-20€, gold coin 20-50€, gold coins (5) 50-100€, bag of gold coins 100-500€ and chest of coins >500€)

For the completion of the gamified accreditation, the badge "Pretty Face" and 1 rupee was given to the players.

Cube Quest 2: Dungeons Explorer

Description: The goal was to drive attendees the event Showroom.

Mechanics: The badge "Dungeons Explorer" was given upon visiting the Showroom. Volunteers gave rupees to each Showroom stand and the responsible gave 1 rupee to each attendee interested in his work.

Cube Quest 3: Quackery manager

Description: The goal was to get attendees to interact with each other.

Mechanics: The quest used a bulletin cardboard in which attendees indicated “What I offer” and “What I request” using colored cards. The badge “Quackery manager” was given for pinning a double-card offer/demand. 1 rupee was given for each double-card, up to a maximum of 3 rupees.

Cube Quest 4: Super Epic Cube Hero

Description: The goal was to get attendees to play the official event game CubeQuest².

Mechanics: Players had 2’ to try to get the highest score. A gamification volunteer wrote down scores and contact information and the winner of each round was proclaimed and contacted by phone:

Friday 14:00: 10 rupees & badge Cube Hero

Friday 19:00: 10 rupees & badge Cube Hero

Saturday 14:00: 10 rupees & badge Cube Hero

Saturday 19:00: 10 rupees & badge Cube Hero & The registry closed.

Saturday at 21:00 the battle winner was announced and the final prize given (an Iberian ham).

Cube Quest 5: Triforce Guild

Description: The goal was to generate synergies between attendees that meet in networking rooms.

Mechanics: The badge Triforce Guild was given to each participant of the team. They used paper file shaped as a parchment scroll to write down their Project. The mechanic gave a reward in the form of a special presentation, supervision and tutoring by Anonymous event in the next edition. 4 rupees were given to the whole team for each project, up to a maximum of 2 projects.

Cube Quest 6: Itinerant bard

Description: The goal was to facilitate participants to show their work in an informal way (in the hallways, bar, etc.), breaking the ice.

Mechanics: With the help of the gamification team, each participant was able to print personalized potions of gratitude (metal badges) and use them to show his work, giving 1 “potion” to each attendee that shown interest.

Cube Quest 7: Brownie quest :D

Description: The goal was to help attendees and participants to meet some VIP by doing absurd missions. The prizes for these missions will be special.

Mechanics: Chained missions, the first participant being the organization, and the next whoever the first chose, iteratively up to 5 participants. An Unchi³ chain key was lent to the participant and if succeeded:

1. He kept the chain key.
2. He was awarded 10 rupees
3. He was given the “Unchi eater” badge
4. He entered a raffle for a giant Unchi.

Also participants had to upload an evidence picture to Twitter and Facebook and tag it as #Anonymous event.

Cube Quest 8: Battle on Anonymous event

Description: The goal was to create a territorial control dynamic between both clans (elves and orks).

Mechanics: During the event and for each hour the winning clan was announced, according to the spent rupees in the tavern and the number of games done in Cube Quest 4 by each clan. Accounting was done visually using a point counter and a raising black flag, to create urgency.

Rewards and Pricing

The list of rewards/treasures was defined by the event organization. To design it, rewards were distributed in high, medium and low value, and prices and attendees were distributed between very active, active and less active, in relation to the activity level of rupees acquisition. It was set using a simple “economy” model: number of attendees was forecasted and the number of rupees needed was set along with the price of rewards and the number of rupees to give as reward for each Cube Quest:

Reward	Cost	Quantity	Total
Wood Cube	35	1	35
Kit 6 Anonymous event dossiers	30	5	150
Anonymous event 2015 accreditation	40	5	200
Mortadelo 3D printed character	60	1	60
Full Anonymous event 2015 accreditation	60	1	60
Zelda Art book	50	1	50
T-shirt + Pin	20	5	100
Belgium beer + Mug	15	10	150
Closure food fare invitation	15	10	150
Food fare invitation	15	10	150
Pixel art deck of cards	15	2	50
Anonymous event dossier	15	10	150
Fantasy Swords keychain	10	4	40
Cube metal badge	3	50	150
Signed poster	5	25	125
Coffee	3	25	75
Water	2	50	100
Iberian ham	N/A		
Giant Unchi	N/A		
		TOTAL	1795

Table 1: Rewards, unit cost in rupees, availability of each reward and total number of rupees in the system

Human Resources Organization

Volunteers

Volunteers were recruited to support the Gamification management using a Google Formulary disseminated via organizations' webpages, Twitter, Google+ and Facebook profiles.

Anonymous event staff

The support from them in the Gamification design and pre-production tasks was total and crucial: conceptualization & storytelling, stickers' graphic design and production, artistic design and decoration of the scenery, support on Gamification's execution, etc. The novelty effect of gamification energized and engaged almost all the staff, in a way it "ludified" the work spirit, even to the point of proposing one of the Quests, specifically the Cube Quest 8 "Battle on Anonymous event".

Production

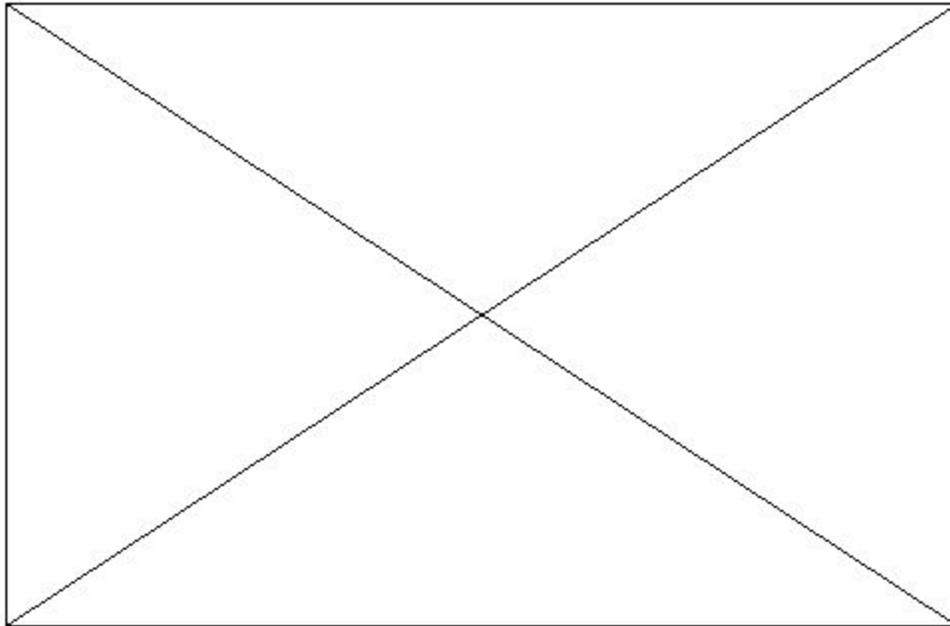


Figure 1: Produced elements

Artistic direction

Anonymous event production team designed and produced a fantasy styled decoration that filled the entire space: a middle age tavern, statues, characters, walls, emblems, shields, etc.

Gamified accreditation

The gamified accreditation followed a similar design as a roleplaying game character sheet. It allowed attendees to identify and evaluate between them in a visual, quick and easy way. On the other hand, the accreditation made the control of badges' progress easier, as an experience memorial once the event is ended.

Stickers

The production team at Anonymous event designed the following stickers:

- Sector: seven types of stickers to identify up to three professional or interest sectors.
- Experience level: three types of stickers to identify the level of experience in each sector.
- Clan: two types of stickers to choose clan (elves and orks) and fight in the clan battle.
- Investor: five types of stickers to state the annual amount of euros willing to spend in crowdfunding campaigns.
- Badges: six types of badge-like stickers to acknowledge the completion of Cube Quests.

Rupees

Silver and golden plastic rupees were produced. Value of the golden coins was defined as 10 silver coins. A fantasy-esque sackcloth pouch was also produced, allowing attendees to store and carry rupees.

Contacts board

A sackcloth board and colored cards were set for Cube Quest 3: “Quackery manager”, so attendees could pin down offers and requests, in a similar way as in a space station cantina or a medieval tavern in role playing games.

Gratitude potions

A computer, printer and a metal badges printer were setup for Cube Quest 6 “Itinerant bard”, to make personalized badges for attendees.

Triforce guild

Parchment-like paper sheets were set for closed-door meetings of Cube Quest 5 “Triforce Guild”, so attendees could annotate the results and names. Anonymous event organization also designed an 8bit fantasy-esque giant key to control the occupied meeting rooms.

Rewards

A sackcloth board was set in the tavern showing rewards availability and prices. When unavailable, a “sold out” label was stuck over the reward.

Game master’s manual and player’s handbook

Three different manuals were written:

A 7-pages Game Masters Manual for the Gamification volunteers with detailed explanation of each Quest’s mechanics and its rewards and a FAQ page.

A 2-pages Player’s Instruction Handbook, very visual, using medieval aesthetic and typography; with brief descriptions of each quests, omitting explicit details.

A short guide for each Brownie mission presented as a tiny rolled parchment, containing precise instructions for the correct execution and validation of success for each mission.

Execution

In terms of human resources organization, the Gamification team was distributed between the tavern, the Showroom and the central lobby, supporting each other in moments of high affluence. It is important to highlight that the influx of attendees to the tavern (whether for accreditations, exchanges, badges or gaming with the app) had an overall dynamic of peaks, which coincided with times between conferences, coffee-breaks and lunch times.

To control the Gamification layer some analog elements were used:

- To control the used stickers (experience, investment, clan and badges), initial and leftover number of stickers was counted at the end of the event.
- To control rupees in the Showroom stands of Cube Quest 2 “Dungeons Explorer”, a control paper sheet was filled in-situ to gather data about the amount of rupees given to each stand and the leftovers at the end of each day.
- To control scores of Cube Quest 4 “Super Epic Cube Hero“ a control paper sheet was used, registering the name and contact information of the player, day and time of the game and the score.
- To control rupees exchanged in Cube Quest 8 “Battle on Anonymous event” a control paper sheet was filled in the tavern, registering hourly rupees exchanged for rewards by each attendee’s clan. On the other hand, these rupees were stored in a box. The score of each clan was written down in two public blackboards, adding the number of rupees exchanged and the number of games played in the app, by clan.

Data Collection and Analysis

Attendees' data (age, gender, sector, expertise) was obtained from Anonymous event organization from the event web registry. Only data from Friday and Saturday was used (when Gamification was conducted). The methodology used to track Cube Quests (rupees, stickers and metal badges count) was full-analog:

- No error was assigned to the initial given values of rupees, metal badges, rewards and stickers bought by the organization. It wasn’t possible to estimate if there was a systematic or random error to the advertised quantities given by its distributor.
- To get the final count of used rupees, rewards and stickers comparisons of the initial and final inventory were done. The initial inventory was given by the organization and the final inventory was done at the end of the event in the Palace -case of rupees and metal badges- and at Anonymous Gamification organization’s offices in the case of stickers.
- A 1% random error was assigned to the manual counting of leftover rupees and stickers. One count for each type of leftover sticker was done. Leftover stickers in Cube Quest 3 “Quackery Manager” became missing, so the number of pairs of cards pinned in the sackcloth board were counted instead.
- No error was assigned to the manual counts taken with paper control sheets in Cube Quest 2, 4 and 8.
- To control scores in Cube Quest 2 “Dungeons Explorer”, Cube Quest 4 “Super Epic Cube Hero” y Cube Quest 8 “Battle on Anonymous event” control paper sheets were used, filled in-situ.

RESULTS

Data Obtained

The number of attendees during Friday and/or Saturday was 451⁴, of whom 154±23 (34±5%) were gamified.

- Of the number of attendees 39% were women and 61% men, and proportions of gamified attendees of both elfs and orks clans were 41±5% and 59±7% respectively.
 - According to data from the organization, age segmentation of attendees was 4,5% <18, 60,5% 18-35 and 35,0% >35.
 - According to data from the organization, sector segmentation of attendees was animation 30,1%, videogames 23,9%, transmedia 19,9%, education 14,7%, tourism 5,8% and other 5,7%
- The proportion of gamified attendees and overall attendees (gamified and non-gamified), segmented by expertise was⁵:

Overall Attendees		Gamified Attendees	
Student	28,0%	Student	31,0%
Rookie	3,8%	Rookie	8,2%
Junior professional	12,7%	Professional	60,9%
Senior professional	55,4%		

Table 2: Proportion of overall attendees and gamified attendees.

The level of crowdfunding resulted higher than 10.000±6000€, meaning more than 50±30€ per attendee (each level was a band, this is why there is a large deviation, see Cube Quest 1).

1163±132 rupees were distributed (74±3% of the forecasted). 59±7% of these were redeemed for rewards. 38% of the rewards were given in exchange for rupees, and the most wanted ones were those of medium value/price.

- 812±86 quests were completed. 454±48 if we ignore Cube Quest 6 “Itinerant bard” (metal badges):
- 72±8% of the attendees who started the Cube Quest 1 “Pretty Face” completed it. That translates to 132±13 Cube Quest 1 “Pretty Face” badges awarded.
- 124±5 gamified attendees Cube Quest 2 “Dungeons Explorer”, by going to the Showroom. The number of visits to each of the 15 stands was 634±8, meaning 42±8 per stand. 55±6% of the overall distributed rupees were given in the Showroom.
- The Cube Quest 3 “Quackery Manager” board was used 109 times (a card for offers and a card for requests, for each time).
- 62 Cube Quest 4 “Super Epic Cube Hero” app games of 2’ each were played. 58% of games were done by orks players and 42% by elfs (figure 2).

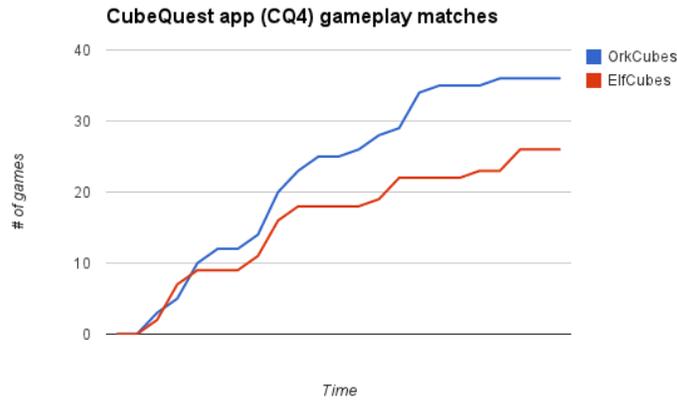


Figure 2: Games at Cube Quest 4 “Super Epic Cube Hero”

- 9 business meetings were gamified, with a total of 22 attendees completing the Cube Quest 5 “Triforce Guild”.
- 358±7 gratitude potions (metal badges) were printed for the Cube Quest 6 “Itinerant bard”, that is 72±1% of the total badges bought by the organization.
- Cube Quest 7 “Unchi Eater” was completed by 5 attendees (of a total of 5 missions).
- The end result of Cube Quest 8 “Battle on Anonymous event” was 182 points for elves and 541 points for orks. The proportion of points is 26±1% and 74±1%, respectively. Figure 3 shows the temporal distribution of clan participation.

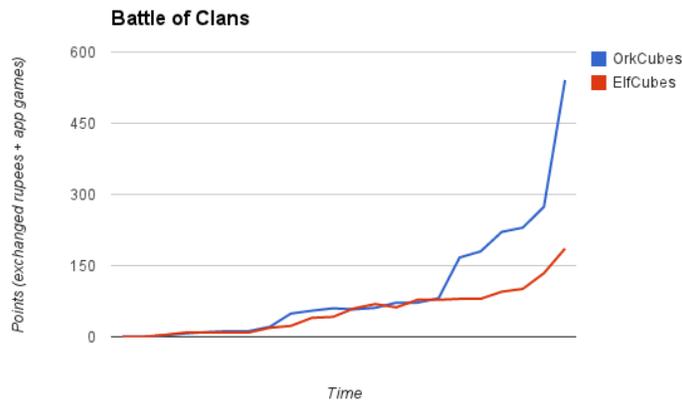


Figure 3: Cube Quest 8 “Battle on Anonymous event” points (spent ruppees and number of app games)

Volunteers’ Survey

A survey was conducted on volunteers where they show great appreciation about the experience and the atmosphere in the Gamification team and believe that the design of Gamification as well as the reaction of attendees was very positive. They also explain that

there were minor difficulties that could have been easily avoided through tweaks to the design of quests or storytelling, but have not dimmed its excellent overall evaluation of the Gamification of the event, both in design and execution. In addition volunteers, who are trained and even have experience in the field of video games, think that could add value to the experience if -in addition to participating in the project implementation- do so from the conception stage in the following editions, meaning, engaging in the design phase.

Anonymous Event Organizer Survey

An internal survey to the Anonymous event organization team was conducted, highlighting the high satisfaction with the results, emphasizing the high power of socialization of Gamification. Even if it implied a high load of work in pre-production tasks, the team wanted to engage even more in these tasks. The team also highlighted, as lacking, that all the information related to Gamification needs to be internationalized (localized to English).

Attendees' Survey

According to the survey, the Gamification of the event has been perceived as fun as well as useful. To a lesser extent it has been perceived as especially useful for networking.

On the other hand, it should be noted that the Gamification team has been able to talk informally with attendees during the event and talk about Gamification. Most of them expressed opinions in two main lines:

- They would have liked the Gamification was present more days (the event was held from 1-5/10 and the Gamification during the 3-4/10).
- They would have liked us to include different mission depending on the day, i.e. every day to have its own and different Quests.

Emergent Mechanics

Attendees generally followed the explicitly established mechanics to overcome the quests and get badges and rupees or advance clan scorings. However, some attendees throughout the event devised new ways to overcome obstacles, either by using implicitly designed mechanics or mechanics devised by themselves and out of control from the Gamification team. Four emerging mechanics were identified:

- Collaboration to buy expensive rewards: this mechanic was implicitly designed to emerge, even if attendees didn't have any specific instruction to do so. Prices were scaled so certain rewards were difficult or even impossible to get by single players.
- Donations of rupees to the clan cause: some attendees donated rupees to make the battle score advance, without demanding any rewards in exchange.
- Bet rupees to coin flipping: some attendees bet rupees to the game of coin flipping. The winner got all bet rupees.
- Blackmailing with meeting rooms' key: this complex dynamic/mechanic was based on the friendly stealing of possessions and ransoming (for rupees), with middlemen included.

DISCUSSION

Data Insight

We have obtained data that allows us to understand better attendees' dynamics with the proposed Gamification, and at the same time to evaluate the real performance of Cube Quests, see how expected behaviors happened and identify not-so-obvious relationships. On the other hand, and due historical data set limitations, we haven't been able to exhaustively assess the impact of Gamification compared to previous -non gamified- editions of Anonymous event, however we have been able to extract some interesting conclusions with the obtained data:

- Even though we don't have data to establish a direct relation, it's interesting that proportions between elves/orks and men/women are very similar.
- Gamified attendees are a subgroup of the overall attendees with a little less professional experience.
- We have some hypothesis to try to understand why 41% of given rupees were not redeemed and, on the other hand, why with the other 59% rupees, attendees redeemed 38% of the total available rewards. In order of importance, hypothesis are:
 1. Attendees waited up to Sunday (the workshop day) to amass rupees, but the Gamification experience lasted up to Saturday, just before the closure ceremony. Perhaps the problem was a lack of information.
 2. Related to the previous point, low cost rewards were not attractive enough and attendees tried to gain more rupees to redeem for more expensive ones.
 3. There was a certain lack of visibility of the rewards: even though there was a price board, the lack of a showcase most probably resulted in lower interest to achieve the rewards.
 4. A lack of collaboration between attendees to create dynamics of collective buying. One of the objectives of the Gamification layer was to generate a higher level of interaction between attendees and one of the ways to motivate that was to price the more valuable items higher than what was technically achievable by oneself. The proportion of redeeming of the higher prices items was the lower, but the difference was not really that high, so we believe this is the less plausible hypothesis.
- From the temporal distribution of Cube Quest 8 "Battle on Anonymous event" (see figure 2) scores we know that from Saturday's afternoon onwards participation in the battle of clans increased a lot. We also see that this increase wasn't due an increase in app games (Cube Quest 4 added less than 10% of the total points, see figure 1), but because an increase in rupees' redeeming for rewards in the tavern.

	Elfs	Orks
Elfs and Orks proportion	41±5%	59±7%
Cube Quest 4: Super Epic Cube Hero	42%	58%
Cube Quest 8: Battle on Anonymous event	26±1%	74±1%

Table 3: Proportion of clans in gamified attendees, in participants of Cube Quest 4 and in participants of Cube Quest 8

- The relation of number of app games done by orks and elfs (see figure 1) is very similar to the relation of the number of ork and elf attendees, respectively. In contrast, the proportion of the orks vs elfs final score is significantly different than the proportion of orks and elfs, suggesting that orks may have “fought” with higher intensity not in the sense of more number of app games but because of a higher rupee redeeming ration in the tavern.
- The relation –indirect but plausible– of attendees gender proportions (39% and 61%), might be explained stating that men embed in competition dynamics more than women, which is in line with diverse academic studies (Koivisto et al. 2014). On the other hand, the achievement factor is higher when the prize is immediate and clear than when it is not, as it happens with rupees' exchange by rewards vs app gaming and the future possibility of getting to be the higher scorer.

Objectives Assessment

It is important to reiterate experimental limitations, specially the fact of having obtained data from two non-linked sources: Gamification data came from eight Cube Quests and attendee data came from the event organization web registry. Hence it has been not possible to stablish some interesting direct relationships (i.e. between gender and clan) thus limiting some of the work to inferences and deductions, some of them probably possible to validate in future editions of the event.

Gamification objectives

POIs: Even though few attendees realized, the organization acknowledged total success of this objective. Coming from lesser activity in previous editions (in part due not finding it), the Showroom became one of the event’s central POIs.

Networking: Based on Triforce Guild sheets, Itinerant Bard metal badges, Quackery Manager cards and Brownie missions, we know the Gamification layer served as a facilitator to bring people together, share projects and even start new ones.

Profiling: Besides the classic tools to register attendees, Gamification proved as a very useful technique to recollect data and segment attendance. Indirectly, we linked clans with attendees gender. Data from the organization’s registry (of all attendees, gamified or not) and from the Gamification are independents but numbers match.

Leveling: Thanks to Gamificatiom it is possible to prove that the general level of the event is professional, which allows knowledge and experience transfer (networking) to the lower levels like students and rookies.

Innovation: Gamified attendees’ survey reveals a majority of opinions (82,9%) think the Gamification was a fun experience, and 27% of these explicitly state that it also resulted interesting. This can be interpreted as a minimum, because the question wasn’t explicitly asking if the experience had been interesting or innovative, but fun. In this sense, it is legit to understand the term “interesting” as an indicator of innovative.

Fun: As we already said in the previous objective, the survey to the gamified attendees reveals a majority of opinions (82,9%) think the experience was fun.

Altruism: There is no data from the point of view of Gamification that allows confirmation that attendees perceived the event as altruist or benefactor to the sector. Inherently, when attendees state that they liked the gamified experience and had fun with it, and when there is data that confirms that Gamification generated engagement dynamics for a lot of people, it is plausible to extrapolate that, in the case of being asked if Anonymous event cares about generating synergies between attendees, answers would probably be affirmative.

Research objectives

To study and evaluate the impact of Gamification in events and other social interaction spaces: The impact of the Gamification proposal has been positive and the engagement very high, as numbers reveal in the data insight section and the fact that the gamification objectives were met.

To study attendees' satisfaction in relation to Gamification mechanics: This objective has been partially achieved. While a majority of gamified attendees stated in the survey that the experience was fun, we couldn't recollect any answer or data that could tell us if the badges had produced fatigue. The key factor was the short duration of the event gamification (2 days) and the limited number of obtainable badges.

To study the relationship between distinct social groups (age, professional sector, etc.) and the adoption of Gamification to be able to profile types of "gamers" in events: Data insights shown interesting relations between gender and clans, competitiveness differences between genders, as well as indicators about experience level of gamified attendees.

- Sector: it was not possible to evaluate this parameter because the organization decided to put these stickers in all the accreditation before the events started as a way to speed up the accreditation process. Any way, it is possible to extrapolate it using global and gamified number of attendees' percentages.
- Age: age data was not controlled nor recollected by the Gamification layer. It is possible, as with sector, to use the global segmentation done by the organization during the web registry as an approximation.

To evaluate the efficiency and effectiveness of Gamification applied to Anonymous event '14 vs. previous editions (non-gamified): It is not possible to evaluate quantitatively the effectiveness of Gamification because there is not a time series of previous events data with which to compare, neither it has been possible to have a control group of attendees. Either way, it is possible to affirm qualitatively that both from the point of view of Anonymous event organization and attendees, Gamification has resulted effective in achieving global objectives of the event (POI and networking), that were in fact related to previous editions' characteristics that didn't quite work as expected.

Benefits of Gamification both for attendees and production team

Events are a perfect scenario to experiment with Gamification techniques: in general events gather large groups of people for a set time (in which different space and timing than in the workplace are generated) with high levels of social interaction and high willingness to learn, interact and have fun.

Thanks to Anonymous event we have been able to experiment how the proposed Gamification has enhanced the experience and overall satisfaction of the event for both participants and organizers. Key aspects we'd like to highlight are:

- Improvement of assistance to various program events: In this experience we improved assistance to less frequented areas in previous editions, but we believe that the Gamification can also improve attendance at events that happen in bad timing (i.e. lectures early in the morning).
- Improved interaction between the attendees and participants exhibiting in showrooms or other types of space / POIs.
- Improved networking among attendees: We have verified how Gamification facilitates introductions and cooperation, either by creating a playful state predisposing to socialize or by means of elements like the gamified accreditation helping attendees to break the ice.
- Improved media coverage, either in social networks, TV or radio: Thanks to gamification innovative look and transversality of its application, creates excitement and interest in the media as well as fun/significant situations that are easily shareable by participants themselves in their own social networks.
- Added fun to the event: Although Gamification doesn't transform the event into a game, playful element remains one of the great aspects that enhance the experience. In this sense Gamification generates fun facilitating the benefits mentioned above and substantially increases attendee loyalty.
- Encourages the production team by including them in a meta-narrative and interaction layer above the production of a conventional event that keeps them motivated.

The Place of Gamification in Events

Gamification should be integrated within the event but not overshadow it. Gamification should not be the focus, but to support the objectives of the event and enhance the experience for attendees. Gamification is not the creation of a game but the application of game design elements in the event design, supporting its program requirements.

As a mostly analog environment, the challenge is to integrate Gamification in the event's flows and at the same time cover the requirements. In this sense, one criterion set at the beginning of the design was Gamification should not divert effort and time from the participants. We focused in gamify activities that in any way- all of the attendees would be doing during the event.

Importance and Role of Storytelling

In some cases Gamification requires a context and in this case it was created by the storytelling and the supporting elements, without which much of the power of immersion and commitment to the experience and Gamification would have been lost and would

have become a more mechanical exercise. The storytelling has to be aligned with the audiences, who have to be familiar with the terminology, visual elements and even with the dynamics and mechanics.

Attendee Profiling & Segmentation

We stress the importance of a good analysis of the potential public during the design phase. To do this the information available in the event web registration process was very useful.

KPIs & Stats in Events Thanks to Gamification

We have also seen that Gamification is a very useful tool for statistical control, among others valid to measure attendance, participation and user activity flows and to complement the classic data logging and monitoring in events.

The compiled dataset, inferences, deductions and new assumptions made, start a yearly time series that will delve further throwing light on the value of Gamification as a useful and effective technique in a more scientific way.

ENDNOTES

¹ See <http://www.gameonlab.es/canvas> and <http://www.gameonlab.es/toolkit>.

² See <http://www.evil-mind.com/es/games/super-cube-quest>

³ It's the Japanese word for pop, usually depicted as a pink manga character.

⁴ There is a high degree of uncertainty on the number of attendees, difficult to quantify, that could cause the 451 figure to significantly decrease. We interpret this value as the peak of attendees during Friday and/or Saturday

⁵ Anonymous event organization divided professionals between junior and senior. Gamification designers did not.

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