



SuperConference 2024 Gamification

Gamification Defined:

Gamification is the use of game thinking and game mechanics in non-game contexts to enhance engagement. Gamification techniques strive to leverage people's natural desires for competition, achievement, status, and self-expression. A core Gamification strategy is to promote competition and reward participants who accomplish desired tasks or results through points, achievement badges or levels.

Gamification SuperConference Style:

Participation is the key to getting the most out of your SuperConference experience. So, most event attendance will carry a personal and team point value. You can earn points for just about everything SuperConference. From event attendance and Instant Surveys to Round Tables, Polling Questions, and the Fun Run. The list goes on and on. From winning the SuperConference Olympics or finishing the Scavenger Hunt and even uploading your picture to the app.

Simply participate and rack up the points! The more you participate, the more points you achieve. Check the leader board to see how you stack up against your fellow attendees and how your team is doing as well. Multiple attendees from the same shop have twice the opportunity to win **but only one winner can be recognized per shop.**

The more points you rack up the better chance you have at winning the Saturday night raffles for the big prizes. Remember, your points automatically roll into your team's point to win the coveted SuperConference cup.

So let the games begin.

SC24 Gamification Points

Game Points	Number of Chances	Total Points	Event		
1000	1	1000	Upload Picture to App		App Data
3000	1	3000	Charity Fun Run Participant		Scan
5000	1	5000	Charity Fun Run Winner		Manual Entry 1 Attendee
2500	3	7500	Morning Stretch		Scan
2500	3	7500	Morning Power Walk		Scan
2500	4	10000	Round Table		Scan
3500	1	3500	Trade Show QR Code Completion		Scan
2500	2	5000	Diamond Round Tables		Scan
4000	1	4000	Olympics Winning Team Participant		Scan
1000	7	7000	General Session Speaker Test Question		App Data
500	39	19500	Instant Surveys		App Data
1000	1	1000	Saddle Decorating Contest Decorator		Scan
4000	1	4000	Saddle Decorating Contest Winner		Manual Entry Total Count
1000	1	1000	Welcome Reception Hat Decorating Participant		Scan
5000	1	5000	Welcome Reception Hat Decorating Winner		Manual Entry 1 Attendee
1000	1	1000	Mystery Singer Participant		Manual Entry 6 Attendees
5000	1	5000	Mystery Singer Winner		Manual Entry 1 Attendee
3000	1	3000	Scavenger Hunt Completion		App Data
2500	1	2500	Testimonials		App Data
		95,500			