



## PROJECT NOTIFICATION

Reference No.: 387

<b>Date of Issue</b>	30 April 2024
<b>Project Code</b>	24-IP-20-GE-TRC-A
<b>Title</b>	Training Course on Gamification and Game Design for Customers and Employee Engagement
<b>Timing</b>	18 June 2024–21 June 2024
<b>Hosting Country(ies)</b>	Republic of China
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Online
<b>Implementing Organization(s)</b>	China Productivity Center and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Closing Date</b>	31 May 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Understand gamification concepts and applications to customer and employee engagement; learn about game design elements, tools, and techniques for designing and implementing effective gamification strategies; and gain an overview of technology's role in enabling and supporting gamification, including an introduction to relevant platforms.
<b>Rationale</b>	Gamification is a rapidly growing field, and its impact on engagement and motivation is well established. By incorporating game design elements into nongame activities, organizations can increase user engagement, improve customer loyalty, and increase employee productivity.
<b>Background</b>	Gamification involves applying game design principles and features in nongaming contexts, like education, customer service, or marketing, to boost user engagement and motivation. It encompasses game creation and development, incorporating mechanics, aesthetics, and storytelling to create captivating, immersive experiences. The integration of gamification and game design principles in customer and employee engagement contexts can lead to increased motivation, engagement, and productivity. Harvard Business Review reported that 89% of employees believed they would be more productive if their work environments were more gamified (2024). This can be achieved by creating engaging, enjoyable experiences encouraging customers and employees to participate and achieve their goals. The availability of new tools and platforms has made it easier for businesses and organizations to create engaging, motivating experiences for customers and employees.
<b>Topics</b>	Fundamentals of gamification; Game design principles and the psychology of motivation; Gamification for customer and employee engagement; Gamification for education and public services; and New tools and technologies for gamification.
<b>Outcome</b>	Participants understand gamification applications for customer and employee engagement, how to design and implement gamification strategies and techniques, evaluate gamification initiatives, and make data-driven decisions for improvement.
<b>Qualifications</b>	Government officials, representatives of industrial associations, leaders and representatives of enterprises, entrepreneurs, and NPO professionals involved in enhancing customer and employee engagement.

Please refer to the implementation procedures circulated with this document for further details.



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