

The background of the entire image is a dark blue field filled with a complex network of white and light blue dots connected by thin white lines, creating a web-like or molecular structure. A large, bright yellow trapezoidal shape is positioned on the right side, containing the main text.

# GAMIFICATION ACADEMY

An unique opportunity to share  
gamification and growth hacking  
skills and experiences

**5/9 SEPTEMBER 2016 - ANCONA / ITALY**

# WHY THE ACADEMY

We live in a world where teaching and learning can be made without moving, where everyone has access to an almost limitless knowledge in the blink of an eye. Still we want to keep people talking to each other, listening and learning, debating ideas and sharing solutions.

This is why all EnGaging partners invite you to meet in Ancona for the **EnGaging Gamification for Growth Hacking Academy**.

Entrepreneurship training is a **highly interdisciplinary field**, involving methodologies and approaches from various areas: from the capacity to predict future skills needed for entrepreneurs to succeed, to the extraordinary potential and anticipation of trends, allowing participants to up-skill their competencies and professional profile within a public and private context.

The gamification for growth hacking academy is aimed at trainers with a keen interest to share gamification and growth hacking techniques with business accelerators, its start-ups and entrepreneurs.



# OBJECTIVES & RESULTS

## A

Provide trainers with a good foundational understanding of gamification and growth hacking, its tools and processes, so they can assist others and build their knowledge from there.

## B

Participants will practically implement gamification and growth hacking strategies, frameworks and methods, connecting traditional and game experiences for the purpose of growth.

## C

Share models and ideas for business accelerators to support skills and development and the adoption of disruptive solutions in supporting start-ups.



# THE PROGRAMME

Ancona, Italy  
5-9 September 2016



# DAY 1



**Trainer:** An Coppens



**Main topics:**

- ◀ What is gamification – A general introduction on the topic
- ◀ Understanding your target audience
- ◀ Gamification design



**Teaching method:**

- ◀ Interactive gamified workshop



**Expected training results:**

- ◀ Learning difference between serious games, playful design and gamification
- ◀ Benefits and pitfalls of gamification
- ◀ Acquired knowledge on the process required in gamification
- ◀ Understanding player types
- ◀ Directly experiencing elements of gamification-based design



# DAY 2



**Trainer:** Tomislav Rozman



**Main topics:**

- ◀ What is Growth Hacking – An Introduction
- ◀ Digital/Content Marketing, Lean marketing funnel
- ◀ Digital Tools for GH



**Teaching method:**

- ◀ Presentation, video
- ◀ Workshop



**Expected training results:**

- ◀ Learning from well known case studies of GH
- ◀ Familiarity with practical methods on how to acquire and activate users
- ◀ Learning how to use Google analytics to detect user behaviour using data analysis techniques
- ◀ Exploring a formula for creating viral content



# DAY 3



**Trainer:** An Coppens / Tomislav Rozman



**Main topics:**

- ▶ Psychology of gamification
- ▶ Gamification design for business growth
- ▶ Top Growth Hacking methods
- ▶ Gamification for E-Learning
- ▶ Viral content creation



**Teaching method:**

- ▶ Interactive presentation
- ▶ Debate



**Expected training results:**

- ▶ Learning of Key psychological models for GH and gamification design
- ▶ Experiencing applied gamification models and best practices



# DAY 4



**Trainer:** Germana Di Falco / Alireza Ranjbar



**Main topics:**

- ◀ Skills and tools to apply gamification within business incubators and accelerators



**Teaching method:**

- ◀ Interactive presentation
- ◀ Case discussion and give & take exercise



**Expected training results:**

- ◀ Learning how to think strategically as an overall framework that connects game and non-game experiences applied to growth-hacking
- ◀ Learning innovative solutions to support start-ups





# DAY 5



**Trainer:** Flavio Corradini / Giorgio Guidi / Germana di Falco



**Main topics:** Beyond gamification: platforms and evolutions



**Teaching method:**

- ◀ Interactive presentation
- ◀ Car & park exercise



**Expected training results:**

- ◀ Participants will cover emerging scenarios and trends, by exploiting further options for adopting gamification in their growth hacking strategy
- ◀ Participants will compose together the "Ultimate guide for gamification in growth hacking". An interactive open platform will support the co-production of the final result



# LINEUP

Discover the experts who  
will be involved



## An Coppens

Leading Gamification Design Expert in Employee and Learner Engagement at Gamification Nation.

Leading expert in gamification design for employee and learner engagement, with over 15 years experience in creating behaviour change through creative and innovative solutions. Award-winning Speaker, L&D professional, business and executive coach and author. An has worked with global brands in media, leisure, health and financial markets, she has advised 100's of business owners and inspired 1000's of individuals to level up their game.



## Tomislav Rozman

E-learning provider of managerial courses:

<http://www.bicero.com/training-services> (all courses are ECQA accredited)

Project manager, business process analyst and IT expert with 15+ years of experience from academic and real world environments. I enjoy educating people/companies about IT technology and optimize their business processes.

Specialties:

- Making people do things on time (Project management)
- Making your operations smooth (Business Process Re-engineering)
- Distributing knowledge (Lecturing and coaching - live and online, <http://elearning.bicero.com>)
- Finding the right tools for your problems (Information technology consulting).



## Flavio Corradini

Flavio Corradini is Professor of Computer Science at the University of Camerino. Since November 2011, he is the Rector of the University of Camerino. He has been Prorector of International Research and the Transfer of Knowledge, Skills and Technology (2010-2011), and Director of the Mathematics and Computer Science Department (2006-2009), President of the centre for digital services and information systems of the University of Camerino (2004-2010) and Coordinator of the Computer Science Studies of the University of Camerino (2004-2006).

He was the co-founder and the President of the spin-off UniCam "e-Lios (e-Linking of on line systems)".



## Giorgio Guidi

Founder of The Hive Business incubator, Giorgio Guidi has extensive experience in teaching in different subjects such as Export Management, International Business Development, Applied Marketing Techniques and many other business related subjects.

His main field of experience is Enterprise Management as shown by his long and extensive experience as partner and administrator of many different enterprises at Sida Group, a high level training agency. He is also expert in other business sectors, such as management and real estate investments in the tourism sector and start-up development.





## Germana Di Falco

Nibi lecturer for the Master Executive for Corporate Internationalisation, Business Focus Europe and the Executive Programme in International Affairs Funding. Professor of International Finance, LUM Jean Monnet, Bari. Project manager in operations supported by the European Commission and other international institutions. Freelance expert. Coordinator of the Committee Technical Secretariat for Legislation, the Chamber of Deputies. Contact for Italy, Switzerland, Slovenia and Croatia for the URBACT Secretariat.



## Alireza Ranjbar Shourabi

With a background in Electrical engineering and a vast field of interests going from photography to 3D modeling, Alireza Ranjbar Shourabi has developed a keen interest in gamification focused on business development. The passion for gaming led him to become one of the most interesting speakers on the matter. He has lectured in e-commerce conferences and promoted workshops in game design and the future of game development.



# Location:

Excelsior La fonte /

Seeport Hotel / Domus Stella Maris



PRACTICAL INFOS

# LOCATION / Excelsior La Fonte

A gem nestled in Portonovo bay, the Excelsior La Fonte Hotel with its white Mediterranean style architecture is surrounded by the lush greenery of the Conero Park.

In the district of Ancona, the campus is located just a few steps away from the sea, in an oasis of peace.



Via Poggio, 160  
60129 - Portonovo (AN) - Italy



[excelsiorlafonte.it](http://excelsiorlafonte.it)



# LOCATION / Seeport Hotel

The art of welcoming is a long standing tradition, renewing itself year on year. The perfect union between professionalism and family spirit creates a one-of-a-kind atmosphere and makes your stay at the SeePort Hotel simply unforgettable.

 Rupi di Via XXIX Settembre 12,  
60122 - Ancona (AN) - Italy

 [seeporthotel.com](http://seeporthotel.com)





# LOCATION / Domus Stella Maris

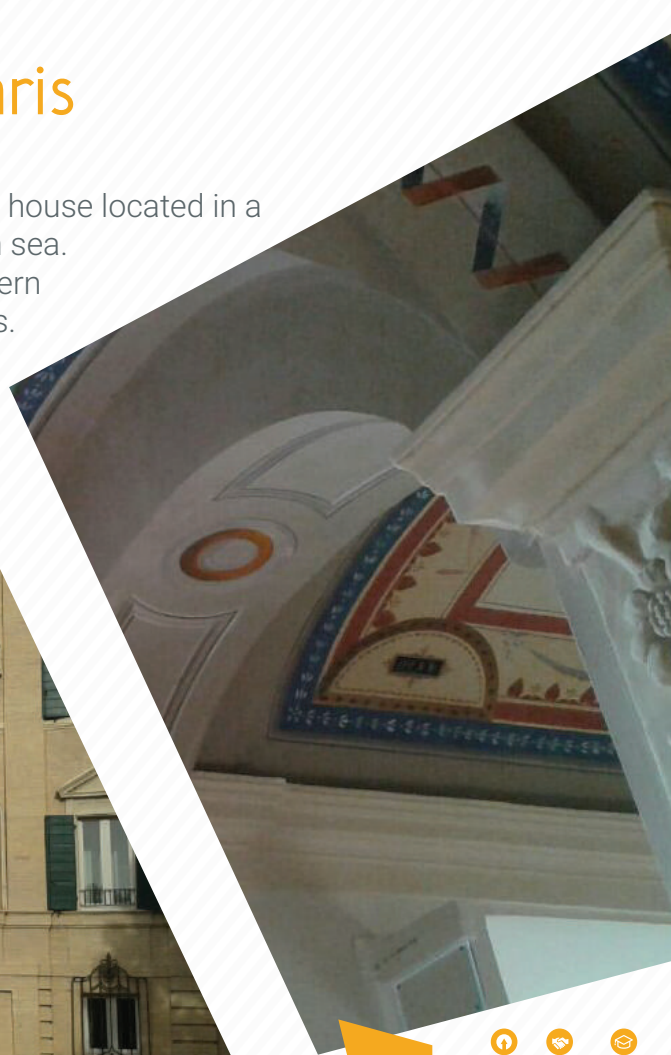
Within walking distance from downtown, Stella Maris is a house located in a green park on the top of a hill, offering a view on the open sea. An oasis of tranquillity that combines elegance with modern comforts, perfect for the organization of corporate events.



Via Colle Ameno, 5  
60126 - Torrette di Ancona (AN) - Italy



[domusstellamaris.it](http://domusstellamaris.it)



Engaging partnership:



Engaging project is supported by the European Union ERASMUS+ Program – Key Action 2 Cooperation for innovation and the exchange of good practices.



# GAMIFICATION ACADEMY

5/9 SEPTEMBER 2016  
ANCONA / ITALY