

# 18 **Fun** Ideas for **Gamifying** Your Next **Meeting**



There's nothing like having fun at an event! Gamification is used to increase employee engagement, wellness, and performance in the workplace. Event planners have every opportunity to extend the idea of gamification to meetings and incentive travel.

In this article, I will identify many "principles" around gamification and then come up with a few ideas using these principles. Consider which aspects of game mechanics you will use to improve your meeting or incentive travel experience!

**Note: see the addition for running online meetings at the end of this report.**

- 01 Let The Game begin!
- Decide how you introduce the idea of "The Game."
  - How do you build excitement?
  - Do you pump it up on social media?
  - Does The Game begin before the event?
  - At the airport? When they arrive?
  - Create some mystery?
  - Surprise launch it?

- 02 How can you bring "meaning" to The Game?
- What is the theme for The Game?
  - How does it tie into the theme of the meeting/ event?

- 03 How can you support it with an app that works in "real-time"? A communal app, with tools, and leaderboards. According to a report I read, 10% of the event apps analyzed

listed gamification features as part of the app.

- 04 There are clear achievement levels and goals. There are well-articulated rewards and penalties. There are clear rules. *Or not!* Maybe having no rules makes it more interesting. Strike a balance between chaos and order.

- 05 Will meritocracy produce the winners, or will there be an element of chance...so all stand a chance? Pure skills vs. spin the dial?







06 Players/teams must overcome progressively more difficult challenges, which may be hard to do given short time frames.

07 There are structured conflicts. Bring on the drama. Maybe it's a "who dunnit." Just make sure nobody gets hurt!

08 It is interactive and there is immediate feedback during The Game.

09 It is visually and kinesthetically appealing. Consider how the following could tie into The Game and the branding:

- actors
- art (theme based, participant drawn)
- balloons
- balls (beach balls, I love cotton snow ball fights)
- colors
- confetti guns
- disco balls
- flags
- flowers and plants
- fun food (Hostess platter, ice cream sundaes, twizzlers)

- hats and wigs (the funkier the better)
- glow light jewelry
- lights and lasers
- logos
- music (how fast can the team play a song given a few instruments, guess that tune, theme based, suspense)
- photos (including "live" photography, selfie photo frame, Polaroids, photo booth)
- props (cardboard people, animals, cars, etc., movie posters, tikis, masks, costumes, red carpet)
- rubber wrist bands

- settings (hire the local theatre group to help)
- signs
- sunglasses
- temporary tattoos
- themed clothing

10 You can also include in The Game:

- arcade games (rent pinball, whack-a-mole, Skiball, air hockey, etc.)
- badges
- bells, whistles and clappers
- board game- jeopardy
- card game
- charades
- clue cards
- cooking contest
- dance contest
- debates
- epic or fail
- escape game
- flash mobs
- games of chance – cards, bingo, dice, etc.
- #hashtags
- joke telling

- karaoke
- "lifeboat" games
- maps
- mazes
- mini-Olympics
- mini-sports (ping pong, bean bag toss, beer pong, dodge ball, frisbee golf, Jenga, laser tag, ring toss, mini-golf, etc.)
- pin the tail
- pop quizzes
- puzzles
- raffles
- RFID chips
- scavenger hunts
- spin the wheel (or bottle)
- team challenges
- vendor bingo
- video messages/hints
- VR (augmented reality)
- zorb balls
- you name it!



11 How can you connect participants in The Game with company leaders, clients, vendors, fellow employees, or the community? How can The Game be played outside the immediate event location?

12 The Game creates excitement, laughter, and goodwill. People will talk about that amazing event for the rest of their lives. How can people love winning or losing The Game because it was so much fun...or even life-changing?

13 You can pump up The Game: Social feeds, social wall, photo ops, photo booth, drone coverage, news coverage, industry coverage.

14 There are cool, memorable prizes, that have lasting value. Maybe prizes won along the way and a raffle at the end, paid for with winning points.

15 The Game conclusion ceremony. Could be in the evening. (Think Survivor...or something with more clothes on.)

16 Debriefing The Game- what they liked, what they learned, what they'll do, and what crazy idea do they have for the next event?





- 17 Post-meeting opportunities to continue The Game? Tie into existing online performance and incentive programs?
- 18 People who don't want to play The Game don't have to play The Game. Make sure they don't feel isolated or embarrassed and have alternatives.

So, you see, there is much opportunity to be creative! One of the most fun things you could do would be to take this list and brainstorm ideas with your team, clients, vendors, etc.

Let me know what fun idea you come up with for The Game at your next meeting!

Here's to a great event, Don

## Bonus addition for remote meetings:

Even since the Coronavirus shut down meetings, we have been on Zoomathons! Here are some great ideas and are sources I found to help you pump them up too:

01 <https://www.bizbash.com/production-strategy/programming-entertainment/article/21127520/new-ideas-for-virtual-events-ice-breakers-and-other-teambuilding-activities> A ton of great ideas!

06 Bring in a magician, or comedian, or do improv, yoga, etc.

07 Last, don't expect anyone to pay attention to an all-day Zoom meeting!

02 Have the best shirt, best background, best hat, and similar contests. Have people do a remote Photobooth so they can use a different prop for each meeting. Grab great shots/clips for social media.

**PS** if you are looking for a fun, insightful, and dynamic speaker... I'm your guy!

03 Mail people swag, T-Shirts, etc. before the online event. Ask them to wear it online. Think of multiple brightly colored and branded T-shirts being worn at the same time.

I keep it light and talk about how we can manage our emotions to excel at leadership and sales. I'll set a powerful theme for connecting over the next few days of your conference or meeting. And, I'd love to brainstorm with you to bring your event to life...whether live or online!

04 Have a virtual happy hour. Good music, fun themes, some games.

You can learn more about my presentation at [www.donphin.com/speaking](http://www.donphin.com/speaking)

05 Use polling and survey functions. Use breakout room functions. Practice first!

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**Don Phin, Esq.** is a lawyer and a highly rated presenter on the emotional intelligence required to be great at leadership and sales. To learn more go to [www.donphin.com](http://www.donphin.com)

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