

REDEFINING HR THROUGH GAMIFICATION

An innovative business-oriented approach to deal with traditional challenges



SINGAPORE: UP TO SGD 1,120 CASH BACK under PIC scheme

MALAYSIA: UP TO RM 2,600 CLAIMABLE under HRDF - SBL scheme

See Page 6 for more details.



SINGAPORE
10 - 11 APRIL 2017

KUALA LUMPUR
13 - 14 APRIL 2017

Book now to save much more off the Regular Price!

Course takeaways for all delegates:

- A) High Value Checklist to Build Your Own Successful Gamification Project (worth US\$250)
- B) Complimentary 30-day Online Follow-Up Consultation with Trainer (worth US\$300)

Learn
How
To

1. Develop gamification knowledge and understanding to motivate and engage employees
2. Apply suitable gamification techniques to different employee segments
3. Design a fun and engaging gamification framework tailored for your organisation
4. Infuse strategic thinking into HR gamification design to ensure business objectives are met
5. Deliver high ROI on HR processes in recruitment, induction, engagement, training and retention
6. Win over senior management and your team to get stakeholder buy-in for gamification projects
7. Optimise gamification through exciting hands-on exercises, world-class case studies and best practices
8. Implement effective HR gamification strategies to enhance employee engagement for your organisation

About Your Course Trainer



Pete Jenkins

Founder and Managing Director, GAMIFICATION+ LTD based in the UK

- Ranked World's #1 in the Gamification Gurus Power 100 global ranking, February 2016
- Chair of International Gamification Confederation (GamFed), also serving as researcher in Gamification for Human Resources at Centre for Research on Management and Employment (CROME), UK
- International expert and strategic consultant in gamification, HR, employee engagement, leadership, and entrepreneurship
- Trainer, Speaker and Presenter of numerous trainings and conferences worldwide on Gamification
- Developed and executed Gamification programmes in many countries such as the UK, France, Spain, Austria, UAE and many more

Past Testimonials of the Course Trainer

"A fun, insightful, and engaging course with a highly inspirational trainer."
- Programme Manager, American Express

"A very patient trainer who provided extremely useful concepts and tools."
- First Vice President, United Overseas Bank (UOB)

"Pete was very engaging. His course was conducted at a very comfortable pace that enabled me to learn a lot over the 2 days."
- Learning and Development Manager, National Heritage Board Singapore

Companies That Have Benefited From Pete's Expertise

- Accenture
- Adidas
- Airbus
- Allianz Insurance
- American Express
- AON
- British Council
- CVC Capital Partners
- CIPD, UK
- Dell
- DHL Express
- DSO National Laboratories Singapore
- Dubai Airports
- Indonesia Financial Services Authority
- Infineon Technologies Asia Pacific
- KLM Royal Dutch Airlines
- Masan Group Vietnam
- National Heritage Board Singapore
- Pearson Education
- PwC
- SAP
- Sealed Air Corporation
- Siemens
- Swiss Reinsurance
- Thomson Reuters
- UBS
- United Overseas Bank (UOB)
- Zurich Insurance

And many more organisations around the world in both the private and public sectors

Why You Should Attend

"91% of over 500 workers surveyed in US organisations agree that gamification systems help improve their work experience by increasing engagement, awareness and productivity."

- *Badgeville (global leader in business gamification), 2015*

"Global gamification growth is projected to reach US\$11.1 billion by 2020."

- *Research and Markets, 2015*

With an increasing number of large organisations around the world introducing the concept of gamification into their businesses and infusing it into the way they operate, there has been an enormous global buzz on this topic, especially in North America and Europe. Companies seem to be jumping onto the gamification bandwagon and investing huge sums of money into such games-based motivation, but are they really all worth it?

Gamification is generally understood as the use of game design techniques in business or other non-game environments. This is typically done through the creation of a serious game or simulation, or through components such as points, badges, levels, leaderboards, quizzes and puzzles aimed at injecting elements of fun and excitement into business processes.

By being able to level up and get rewarded upon the completion of otherwise mundane work-related activities, gamification is widely regarded as the enabler of increased productivity and ROI, as well as enhanced employee motivation and engagement levels.

Led by the world's #1 gamification expert from the UK, Pete Jenkins, this two-day interactive workshop provides the best opportunity for delegates to fully appreciate the business impact of HR gamification and how it can achieve both player and business objectives. The workshop aims to help delegates redefine HR processes by utilising best practices from a range of fields, fun and motivation in particular. Gamification could serve as a powerful solution to modern workforce challenges.

This course employs a business-centric approach to HR, and focuses on the increasing demand on HR to add business value while getting better at its tasks at the same time. Delegates will gain a holistic understanding and appreciation of the positive contribution they could deliver to both their personal development and the overall business.

Who Should Attend

Vice Presidents, Directors, Managers and Team Leads of the following functions:

- Human Resources
- Recruitment/Talent Acquisition
- Training/Learning & Development
- Engagement/Rewards/Compensation & Benefits
- HR Generalists and Business Partners

All other professionals who wish to know how HR gamification works and how it can achieve business objectives and high ROI for them

Course Outline – Day 1

Time	Agenda
8.45am	Registration
9.00am	<p>1. The Theory behind Gamification</p> <p>Gamification is about understanding why certain game mechanics are so engaging and fun and how to choose which game techniques we should be using in any given situation.</p> <ul style="list-style-type: none"> • Why gamification is important for business • What is gamification • Main neurotransmitters to focus on for motivation + interactive exercise to demonstrate effectiveness • Motivational psychology: Self Determination Theory, Maslow's Hierarchy of Needs, Marczewski's Three Layers of Motivation <p>Case Study: Brisbane City Council, Australia</p>
10.45am	Break
11.15am	<p>2. The Four Keys to Fun</p> <p>Gamification is based upon existing theories from motivational psychology, behavioural economics, user experience design, game design and more.</p> <ul style="list-style-type: none"> • Lazarro's 4 Keys 2 Fun • Hard fun – challenges, strategies and puzzles • Easy fun – curiosity, awe and wonder • People fun – competition, cooperation and eSports • Serious fun – meaningful goals and purpose <p>Case Study: China Light & Power (CLP), Hong Kong</p>
12.30pm	Lunch
1.30pm	<p>3. Practical Areas in Applying Gamification to HR</p> <p>People respond positively to loyalty, reputation, reward and status and by introducing some game concepts into the workplace, we recognise these influences and can use them to drive performance.</p> <ul style="list-style-type: none"> • Best practices for increasing ROI • Attracting the right talent • Inducting and training staff to speed up and increase productivity • Collaboration - motivating employees to share, learn, and grow together across geographical locations • Engaging and retaining employees to lower employee attrition rate <p>Case Study: Samsung, South Korea</p>
3.00pm	Break
3.30pm	<p>4. Game Mechanics for your Gamification Toolkit</p> <p>Learning what elements work in games, how they are used and which are most relevant and effective for gamification.</p> <ul style="list-style-type: none"> • Points, Badges and Leaderboards • Onboarding (including interactive game exercise) • Aesthetics & themes • Social game elements • Reward schedules <p>Case Study: Gravity4, USA, Singapore and Malaysia</p>
5.00pm	End

Course Outline – Day 2

Time	Agenda
8.45am	Registration
9.00am	<p>5. Player Types – Understanding Employee Motivations</p> <p>Understand how to profile and segment employee groups into different player types to choose the right gamification techniques to use with them.</p> <ul style="list-style-type: none"> • Marczewski's Player Types Hexad • Hexad Application Type Analysis • Intrinsic vs. Extrinsic rewards • SAPS rewards framework • Group work – non-monetary rewards that will work in your organisation <p>Case Study: Qoo10, Singapore</p>
10.45am	Break
11.15am	<p>6. Choosing Gamification Design Frameworks for HR</p> <p>This will also be useful for people who do not want to actively create gamification strategies themselves but need to know how it works to enable them to manage others (including external agencies) who create and run gamification platforms on their behalf.</p> <ul style="list-style-type: none"> • Infusing strategic thinking into gamification • Linking design to your business objectives • Werbach's Gamification Design Framework • Jenkins' 6C's Framework for Gamified Communications • Group work – creating a gamified communications campaign <p>Case Study: DBS Bank, Singapore</p>
12.30pm	Lunch
1.30pm	<p>7. Pitching your Gamification Project</p> <p>How to make your project enticing and irresistible to all stakeholders.</p> <ul style="list-style-type: none"> • Getting buy-in from decision makers and budget holders • Overcoming common objections – discussion • Getting buy-in from your team: <ol style="list-style-type: none"> Raising awareness of the project Improving initial adoption Maintaining the project, refining and refreshing it • Pitching your gamification project <p>Case Study: Changi Airport Group, Singapore</p>
3.00pm	Break
3.30pm	<p>8. Implementing Gamification and Follow-up Planning</p> <p>Develop the knowledge, understanding and skills to plan effective human resources gamification projects for your organisation, as well as how to avoid common pitfalls.</p> <ul style="list-style-type: none"> • Is Gamification the right answer for your requirement? • Choosing a technology platform or partner • Dealing with high achievers in your game • GAMIFICATION+ Project Implementation & Review Checklist <p>Case Study: Nissan Motors, Japan</p>
5.00pm	End

Register
Now

Redefining HR through Gamification

Location	Singapore	Kuala Lumpur
Dates	10-11 April 2017	13-14 April 2017
Price Per Person	<p>Pre-Early Bird: SGD 2,000 (on or before 13 February)</p> <p>Early Bird: SGD 2,300 (on or before 13 March)</p> <p>Regular Price: SGD 2,800 (after 13 March)</p> <p>* Excluding GST</p>	<p>Pre-Early Bird: USD 1,100 (on or before 13 February)</p> <p>Early Bird: USD 1,500 (on or before 13 March)</p> <p>Regular Price: USD 1,900 (after 13 March)</p>
Group Discount	10% off for Group Registrations of 3 delegates or more	
Rebates under Government Schemes	<p>Singapore - Singapore registered companies can enjoy rebates of 40% under the Productivity and Innovation Credit (PIC) scheme. For more information, visit http://www.lighthousemedia.com.sg/HRSG_PIC.pdf</p> <p>Malaysia - Under the Human Resources Development Fund (HRDF), registered employers can claim rebates for trainings conducted by an overseas trainer/ training provider. For more information, please visit http://www.lighthousemedia.com.sg/HRMY_HRDF.pdf</p>	
Contact Person	<p>Seraphine Neoh, Senior Project Manager Tel: +65 6423 0329 Email: seraphinen@humanresourcesonline.net</p>	
Amendment/ Cancellation Policy	<ol style="list-style-type: none"> 1. All bookings are final and must be accompanied by immediate payment. 2. Should you be unable to attend, a substitute delegate is welcome at no extra charge. 3. HR Academy cannot provide any refunds for cancellations. 4. HR Academy reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics. 5. HR Academy is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event. 	

REDEFINING HR THROUGH GAMIFICATION

Delegate 1

Delegate Name on Certificate*			
Company Name on Certificate*		Job Title	
Email Address		Contact Number	

Delegate 2

Delegate Name on Certificate*			
Company Name on Certificate*		Job Title	
Email Address		Contact Number	

Delegate 3

Delegate Name on Certificate*			
Company Name on Certificate*		Job Title	
Email Address		Contact Number	

* Certificates of Completion will be presented to delegates at the end of every course.

Mode of Payment

Upon Invoice

Credit Card (5% discount for credit card payment):

I wish to make credit card payment using a secure online payment link sent to me via email

I wish to provide my credit card details here and authorise Lighthouse Independent Media Pte Ltd to debit my:

VISA / MasterCard/ AMEX *Please delete where applicable

Credit Card Number:

Expiry Date:

Name on Card:

Billing Details

Name of Company			
Billing Address			
Contact Person			
Email Address		Contact Number	

For Official Use only

	<input type="checkbox"/> Singapore (10-11 April 2017) (7% GST applicable)	<input type="checkbox"/> Kuala Lumpur (13-14 April 2017)
Total Price	Pre-Early Bird / Early Bird / Regular Rate _____	

Important Information for All Delegates

- All registrations must be accompanied by immediate payment. If payment is not received within two (2) weeks of registration, a Letter of Undertaking signed by senior company management must be sent to HR Academy, otherwise the registration is automatically cancelled and the place given to another delegate.
- Upon successful registration, no cancellation is allowed though substitution with another delegate is welcome. HR Academy reserves the right to take action against any delegate and/or his/her company who cancels without payment or substitution.
- Delegates should expect the confirmed event venue to be released two (2) weeks prior to the event. Further details with venue directions will be sent to all registered delegates then.
- All courses are structured with in-house HR practitioners as the target audience. HR vendors are welcome to attend provided they comply with the requirements set out by HR Academy. Please contact us for more details.
- HR Academy reserves the right to change any content on the course brochure to suit operational and/or delegate needs.



IMPROVING SKILLS THAT MATTER

HumanResources



As the training division of *Human Resources*, HR Academy takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and examples from our expert trainers. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

HR Academy is committed to being a trusted learning partner of HR practitioners throughout Asia.

Past HR Academy Delegates were from:

- ABB
- AEON Credit Service
- AirAsia
- Alliance Bank Malaysia
- Allianz Insurance
- AstraZeneca
- ASTRO Malaysia
- Bank Negara Malaysia
- Bumi Armada
- Canon
- CapitaLand
- Carrier International
- DHL
- DSO National Laboratories Singapore
- Ericsson
- FMC
- Fuji Xerox
- Fujitsu Asia
- Gamuda
- Gucci
- Hilton Hotels & Resorts
- Hong Kong Jockey Club
- International SOS
- Kantar Health
- Malaysia Airlines
- Malaysia Airports Holdings
- MasterCard
- Maxis Mobile
- McCann Erickson
- MediaCorp Singapore
- National Australia Bank
- NetApp
- NCS
- PETRONAS
- Prudential
- S P Setia
- Sands China
- Schneider Electric
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMCP Hong Kong
- SME Bank Malaysia
- StarHub
- Suntec Singapore
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- Tune Hotels
- United Overseas Bank (UOB)
- VADS Berhad
- Volvo
- WorleyParsons
- Yale-NUS College
- Yokogawa Engineering
- Zurich Insurance