



Spearheading Event Engagement Through Event Gamification



Learn how MeetingPlay's event app helped spearhead a client's event engagement through event gamification.

Spearheading Event Engagement Through Event Gamification (copy)

MeetingPlay

When it comes to the world of events, there seems to be a million different approaches, “best practices” and solutions for how to engage and network your audience. No one in the industry is short of answers to define what event engagement is and even further how to ensure your event is truly engaging.

At MeetingPlay, we liken ourselves to pudding lovers – our proof always being in the pudding. (*A bit lame? Yeah, we know. But it's true.*)

One of the many ways that we at MeetingPlay help our event planners facilitate event engagement, is through event gamification.

What is event gamification?

In brief, event gamification as Merriam-Webster have defined it is - “*the process of adding games or game-like elements to something (as a task) so as to encourage participation*”.

We recently wrote in great detail what event gamification was and how MeetingPlay’s event apps encourage event engagement through the usage of event gamification.

To sum it up – event gamification promotes event engagement. From pre-event networking tools, to icebreakers, event scavenger hunts and more – gamification done well, is a great tool increase and motivate event attendees to engage with both other attendees, as well as your event.

So Where's the Pudding?

Recently a client of ours had a 5-day event for those who represented their brand in the hospitality industry. The event allowed like-minded and focused professionals to meet and build relationships with property representatives and senior leadership, as well as sharing industry best practices, leveraging the education they were receiving during the event as well as from those they networked with.

In selecting MeetingPlay as their official event app, they had several goals in mind, one of which was encouraging event attendees to network with each other, but in a way that provided an experience that was custom. In addition to building a feature that allowed all attendees to view other attendees profiles and information, MeetingPlay was able to build a custom 'Bingo' game that matched the right people together.

Instead of sellers being connected to sellers, buyers, professionals, or non-decision making professionals – our custom built engagement solution for this event focused on matching buyers to sellers, and sellers to buyers.

How Did You Do this?

While Bingo is typically a client favorite at MeetingPlay – this event, as previously mentioned, needed an opportunity for the right people to connect. Our custom built Bingo game within our mobile event app, encouraged attendees to network with each other profiling slots aligned on their virtual cards (via their mobile device). By previously attributing event attendee's proper titles within the mobile event app, we were then able to create custom cards that matched the 'right' interactions.

These custom Bingo cards allowed event attendees to see people that would be ideal fits to network with – so that once engaged, they could build and leverage a further opportunity.

Success

MeetingPlay's approach to event engagement is the foundation for every event app that we build for clients. After providing event apps for thousands of events, we know firsthand what works to help leverage and build engagement as well as event networking. Our interactive Bingo networking game within our event app has been quite successful in the past. This even more custom and specific approach to the Bingo event game was a hit. Hundreds of relationships were developed, and formed, which will ultimately lead to those connections and networks achieving greater business success and goal meeting.

See How We Can Help Your Next Event with a Free MeetingPlay Demo!

Learn more about how MeetingPlay can help you engage your attendees and delight your sponsors with a free demo!

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