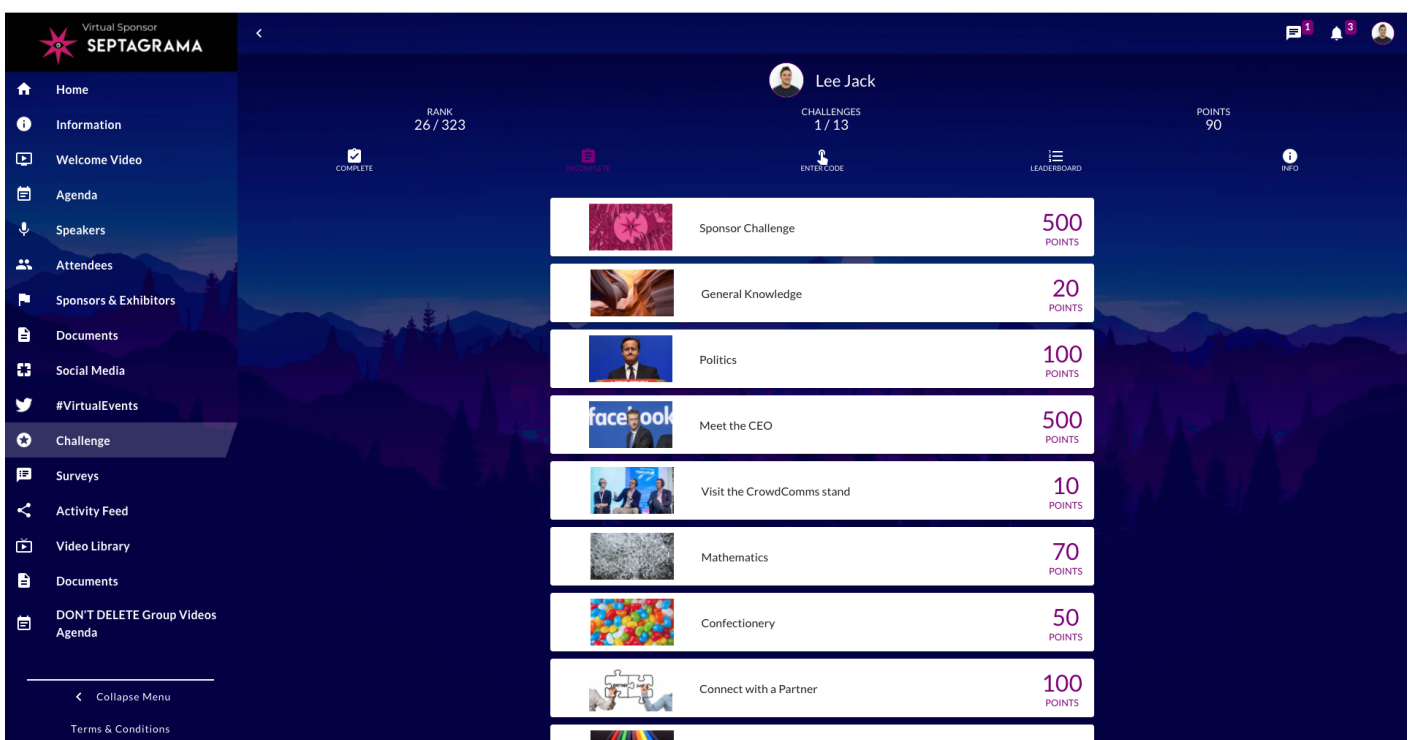


Event Game / Challenges

Overview

- Create an event game where you create challenges and award points to incentivise desirable user actions.
- Include pre, during and post event challenges to continually drive engagement.
- Include prize(s) for the winner or top 3 participants to further incentivise uptake and engagement.
- Live leaderboard shows who's winning and adds extra motivation with real time updates resulting in users position on the leaderboard changing throughout the event.
- Manually award or remove points from users for engagement in workshops and breakouts or for other good / bad behaviour!
- Two challenge types, automated and custom which are outlined in more detail below.

Game Interface

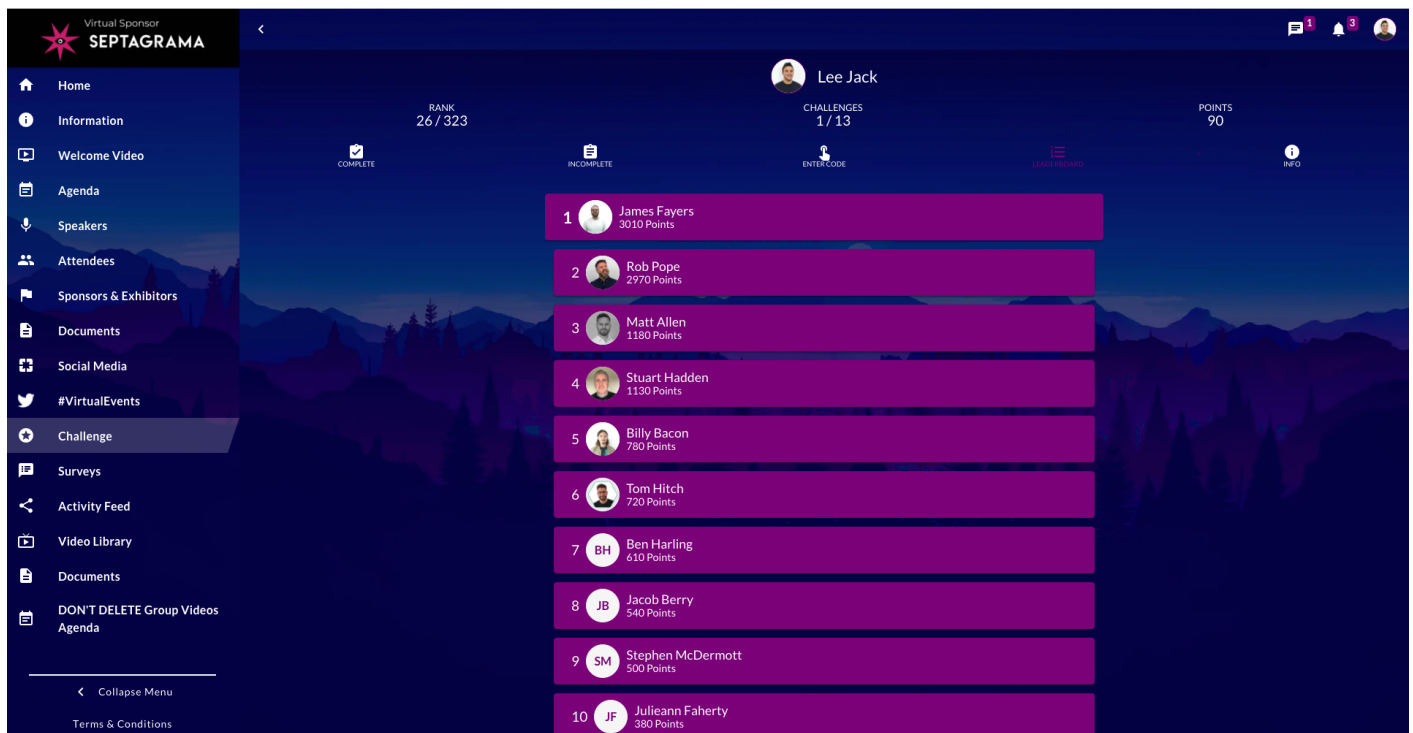


Automated Challenges

- Automatically award points for specific actions in the platform. These automated triggers are setup on the CrowdComms dashboard (CMS).
- Pre event challenges:
 - Update profile picture and receive X points

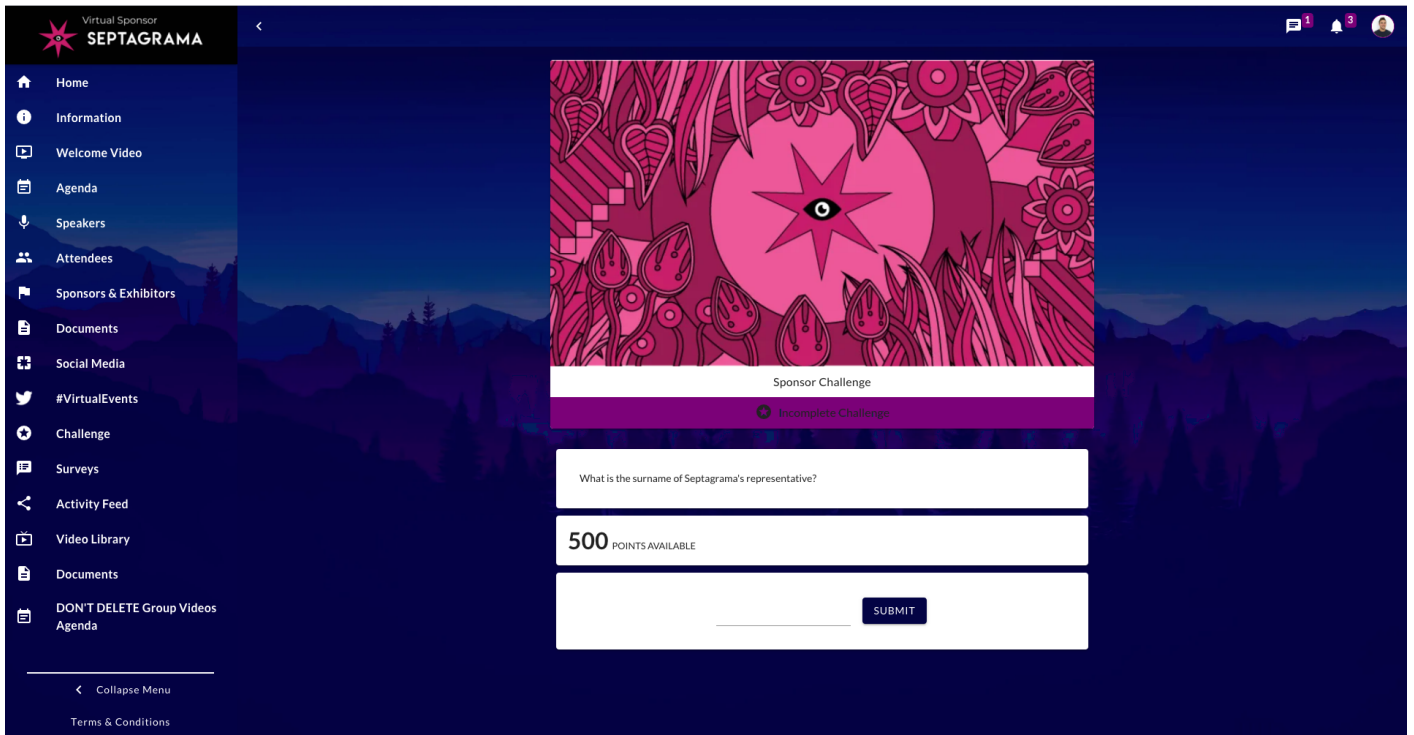
- Complete multiple choice survey or quiz with X points for each question completed or answered correctly
- Session engagement challenges:
 - Take part in live poll question and receive X points
 - Answer a live poll question correctly and receive X points
 - Complete session feedback and receive X points
 - Enter code included on powerpoint slide and receive X points

Points awarded upon completing the automated challenges and live leaderboard updates



Custom Challenges

- Create custom challenges requiring users to type the correct answer or passcode to receive allocated number of points.
- Limit number of attempts to increase difficulty.
- Creativity is required to tie this into your specific event requirements. Examples below will give an idea of how this can work.
 - Sponsor challenge: Go to Sponsor page and find out what their new product is called. X points for entering name of new product.
 - Session challenge: Watch session starting at 9am and confirm what the primary aim for 2021 is. X points for entering the primary aim for 2021.
 - Networking challenge: Each attendee has provided a unique piece of information as part of their registration. Use the 1-2-1 chat or start a 1-2-1 video call with other attendees and find out their unique answer. Enter this into the 'Enter code' section to win X points per unique answer submitted.



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