

GOA INSTITUTE OF MANAGEMENT



# Gamification for Engagement & Loyalty

January 14-17 2021



## ABOUT

# MDPs @ GIM

The MDPs at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The programmes will equip the participants with various critical capabilities to succeed in an ever-changing global business environment.

Our programmes are designed and delivered to meet the needs of the executives who have the drive to lead innovations, be the champions of change and have the passion for solving complex business challenges. Our programmes are led and facilitated by experienced faculties who share with the participants their research- driven insights and their knowledge of current industry best practices



## WHY

# THIS PROGRAMME

In last decade gamification as a field and in practice has grown in leaps and bound. Gamification refers to use or adoption of game design elements in non-game situations for improved engagement. When we collect credit or loyalty card points, frequent flyer miles or get-hooked on to any app probably we have been gamified. This program through an interactive and hands on approach intends to handhold participants on how to adopt gamification and improve engagement quotient.

# PEDAGOGY

Interactive and guided experience of incorporating elements in a chosen activity or development of a gamified activity.

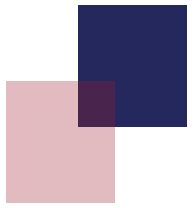


# PROSPECTIVE PARTICIPANTS

Entry to mid-level executives (Brand manager, Software designers, Service designers), Entrepreneurs, Teachers, Trainers (of all vintages)

# LAST DATE FOR NOMINATION

In order to finalize contents and confirmation of speakers, participants need to send their nominations latest by **4<sup>th</sup> January 2021**



# PROGRAMME COORDINATORS

DR. PRAVAT SURYA KAR

Business Marketing, Relationship Marketing.

Goa Institute of Management Goa, India

phone:: 91-832-2366756, 8698039316

Email Id: pravat@gim.ac.in

# Gamification for Engagement & Loyalty

January 14-17 2021

## Programme Agenda

### Day 1.....

Time	Topic	Faculty	Venue
6.00 pm -8.00 pm	Overview of the Gamification & why is it important?	Dr. Pravat Surya Kar	

### Day 2.....

Time	Topic	Faculty	Venue
6.00 pm -8.00 pm	How Gamification works and select models & examples	Dr. Pravat Surya Kar	

### Day 3.....

Time	Topic	Faculty	Venue
6.00 pm -9.00 pm	Elements of games and designing a gamified activity	Dr. Pravat Surya Kar	

### Day 4.....

Time	Topic	Faculty	Venue
6.00 pm -9.00 pm	Enhancing Customer / participant experience	Dr. Pravat Surya Kar	

Instructional design subjected to minor changes based on participants requirements.

**REGISTRATION FORM**  
MANAGEMENT DEVELOPMENT PROGRAM  
**Gamification for Engagement & Loyalty**  
January 14-17 2021  
Goa Institute of Management, Goa

Please fill the form and email to (pravat@gim.ac.in)

**Name:** \_\_\_\_\_

*(Kindly note, the above mentioned name will be printed on the certificate)*

**Male:**  **Female:**  **Date of Birth:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Department:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Work Experience (years):** \_\_\_\_\_

**Communication Address:** \_\_\_\_\_

**Phone / Mobile number:** \_\_\_\_\_

**Email ID:** \_\_\_\_\_

**To whom do you Directly Report to?** \_\_\_\_\_

**How many employees report to you?** \_\_\_\_\_

**Expectations from the Programme:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Signature:**

**Date:**

## COURSE FEE

Corporate: Rs. 6000/- per participant  
Academic: Rs. 4500/- per participant  
Scholars : Rs. 3000/- per participant

■ The course fee covers 18% GST

■ The registration fees are received through NEFT/IMPS.

Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management

Bank Name: HDFC Bank (Sanquelim Branch) IFSC

Code: **HDFC0002361**

Account Type: Savings Account

