

## Engaging Trade Show Attendees through Gamification

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How to use gamification in your trade show exhibit to drive engagement and build community.

Who would have thought a show about chess would draw 62 million viewers in its first 28 days? I admit I haven't watched the Queen's Gambit, but I keep hearing people say they never knew chess could be so interesting. Is it simply chess that's fascinating? Is it the quest to be the best chess player in the world? What is driving people to watch this show?

*And then it clicked – it's all of it: the game, the strategy, the competition, the challenge. Games are universal – everyone has a game they love. For me, it's hockey, but for you, it could be poker or Monopoly or Mario Kart (ok, all of these are still me...)*

What is it about games that we all love so much? More importantly, how can exhibitors tap into this excitement to boost the attendee experience?

### Is it the butler in the kitchen with the candlestick or the attendee in your exhibit?

What exactly is gamification?

Long story short, it's taking serious, non-game scenarios and adding game-like elements to give them a fun spin.

Gamification is all over **daily life**. Just open the Starbucks app – it's like Mario Bros., coffee edition. They have taken the dull task of paying for coffee and turned it into a race to collect stars (i.e., coins). You get to select your level and rewards by choosing payment options; use a Starbucks Visa card for a