

BigMarker Gamification Guide

Sponsors can use gamification as both an engagement and advertising tool. Gamification is essentially a competition that requires attendees to perform specific engagement activities (visiting the sponsor's booth, etc) to earn points, with the winner receiving a prize pack of the sponsor's products/services. From our experiences with sponsors, this is one of the best ways to foster engagement with attendees and market themselves in the process.

To incorporate gamification into your event, you'll need to create a set of challenges for attendees to complete (Rules), and prizes for them to win upon completing those behaviors (Prizes). Learn how to add both to your event below:


How to Enable Gamification

Go to your series dashboard. Select Series Settings, located just below the title and webinar ID.

The screenshot displays the 'Future of Work' series dashboard. At the top, a navigation bar includes links for Edit, Presenters, Design, Emails & Invitations, **Manage Series**, and Integrations, along with a 'View Landing Page' button. A left sidebar lists various series management options, with 'Dashboard' highlighted. The main content area features the series title 'Future of Work', a 'Series' badge, and the Webinar ID: 73afe038369f. Below this are buttons for 'Share Link', 'Series Settings', and a 'More' dropdown. A 'Series Capacity' section shows 8 registered attendees and 492 seats left, with a 'GET MORE SEATS' button. A note indicates the series is on the Elite plan (500 capacity) and suggests upgrading. A footer bar shows '8 registered' and 'capacity: 500'.

Series Capacity	
8 REGISTERED	492 SEATS LEFT
The Future of Work is on the Elite plan, with room for 500 attendees. Upgrade to host webinars with more people.	
GET MORE SEATS →	
8 registered capacity: 500	

In the left-hand menu, select Gamification.

 **Future of Work** › Event Setup

Basics

Stage View Settings

Networking Center

Series Advanced Settings

Registration & Passes

Round Tables

Gamification

Messages

Library

Prizes

Gamification

Leaderboard

Manage Points

Download

New Rule

Choose how many points attendees should receive for completing each action.

Actions that Generate Points

Enable?

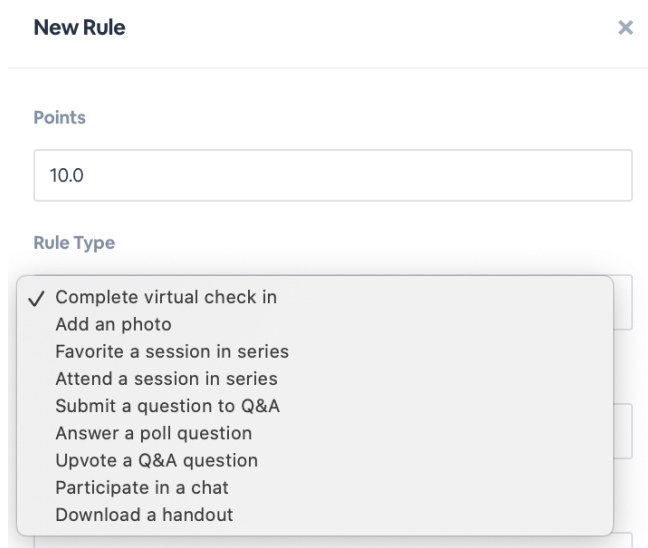
Points

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Creating Rules

Click Create Rule to begin building your gamification challenge. In the right-hand drawer that appears, fill in the following:

- **Points:** The number of points attendees will win for completing the rule. Below, we see that everyone who participates in Virtual Check In earns 10 points.
- **Rule Type:** The desired activity. Choose from several options in the dropdown that appears.



The screenshot shows a 'New Rule' form. At the top, there is a title 'New Rule' and a close button 'x'. Below the title, there is a section for 'Points' with a text input field containing '10.0'. Underneath the 'Points' section is a section for 'Rule Type' with a dropdown menu. The dropdown menu is open, showing a list of options: 'Complete virtual check in' (which is selected with a checkmark), 'Add an photo', 'Favorite a session in series', 'Attend a session in series', 'Submit a question to Q&A', 'Answer a poll question', 'Upvote a Q&A question', 'Participate in a chat', and 'Download a handout'.

- **Frequency:** The amount of times attendees must complete the behavior to earn points for it. Choose from one time or multiple.
- **Apply to Series:** In the dropdown provided, choose the event series, then click Save and Exit. This saves your changes to your whole event.
- **Associated Prize Pack:** The prize offered to attendees who complete the challenge. If you've already entered the prize into the gamification module, it will be available in the dropdown that appears. Otherwise, enter it in the Prizes tab (accessible from the left-hand menu of this page) and return here to link it to your gamification rule.
- **Points Needed to Win Prize Pack:** Enter the amount of points guests need to earn to win the prize pack associated with this rule. If you want to give a prize to everyone who participates in Virtual Check In, set this equal to 10 points. But if you want to incentivize attendees to check in, then complete another behavior,

set this point total to 30, create an additional rule worth 20 points, then link the same prize pack to the second rule.

- **Points Needed to Win Badge:** When guests complete gamification challenges, they “receive” badges that appear as icons on their Virtual Business Card. Set your desired point threshold for badges using the same logic described above.
- **Badge Name**
- **Badge Icon:** Once attendees complete a challenge, they can earn badges that can be displayed on their Virtual Business Cards. Upload a small graphic to display on the badge.
- **Show Badge in Business Card:** If you’d like the badge to display in your attendee’s Virtual Business Cards, check this box.

New Rule ×

Points

10.0

Rule Type

Complete virtual check in

Frequency

One time

Apply to Series

The Future of Work

Associated Prize Pack

Points needed to win prize pack

0

Points needed to win badge

0

Badge Name

Creating Prizes

To create a new Prize, stay on the same page and select Prizes in the left-hand menu. Select New Prize. In the right-hand drawer that appears, enter the name of the prize and a brief description to drum up excitement, then link to the site where guests can redeem the prize.

Prizes are displayed in a grid under the Prize Pack tab of the Networking Center. Upload a small icon to display alongside the prize in that grid.

Click save to complete.

New Prize ×

Prize Name

Prize Description


Prize Link

Icon

No file chosen

Analytics and Reporting

To obtain analytics of your virtual event’s gamification module, return to the Gamification page and select Download. You will receive an output file containing the name and email address of all attendees who completed a gamification activity, won a prize or earned a badge. Separate spreadsheets give the name and email address of attendees who completed each specific gamification activity, prize or badge.

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Actions that Generate Points	Enable?	Points
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