

**Early Bird Pass – RM 980**

(Valid until 15th Nov 2018)

**Single Pass – RM 1,600**

**Group Pass – RM 980**  
(2 pax)

**Group Pass – RM 800**

(minimum 3 pax)

\*HRDF Claimable Workshop.

\*Online payment is available upon request.

# Applying Gamification @ Work

26 & 27 Nov 2018

9am - 5pm



## Unlock the power of Gamification & triple up results in your workplace!

The most *common questions* about Gamification are:

- *What is Gamification?*
- *How can I apply Gamification in my workplace?*
- *Is it only applicable for internal staff motivation or can it be applied to customer engagement as well?*
- *Which department is more suitable for Gamification? HR? Contact center? Sales?*

Gamification can be applied to a wide range of areas at the workplace. Be it for internal employees or for customers, *Gamification harnesses the power of human behavior at play in the workplace.*

**Transform your daily mundane & routine workplace into an interesting & motivated environment full of purposeful fun.** Elevate your employees' motivation and skills with Gamification, and as a result, watch your customer's engagement experience skyrocket.

In this workshop, we focus on the **key fundamental elements of a good Gamification design.** At the end of the workshop, participants would be able to:

- **Identify potential work areas to apply the methodology of gamification**
- **Draw out a game plan for internal office environment**
- **Analyse the game plan and plan for improvement**





## Daniel Khaw Tze Ming Trainer



Daniel, a **certified social media advisor and gamification advocate**, is involved in training and consulting various organizations and government agencies locally and abroad, on topics of social media and gamification. As such, he is actively involved in Gamification Courses and has completed the following:

- **Gamification and Behavioral Design** by **Yu-Kai Chou** (Trainer)
- **Octalysis Gamification Workshop** by **Yu-Kai Chou** (Trainer)
- **Game Thinking Academy** by **Amy Jo Kim** (trainer, coach and mentor)
- **Employee Engagement & Motivation with Gamification & Behavioral Design** by **An Coppens** (Trainer)

Throughout his career, Daniel has received numerous accolades for the companies that he co-founded, including **two Golden Bull Awards, Golden Eagle award, three 1st place Contact Center industry awards and several SME industry awards**. His latest recognition was the **APICTA Award in 2016** as the Best Communication Application, and he is also a **finalist for the World Information Technology and Service Alliance Award (WITSA)** held in Taipei on September 2017.



## Yvonne Ng Facilitator

Yvonne Ng has **more than 17 years of experience in CRM and Contact Center industry**. She has done **CRM Strategic Consultancy** as well as **Contact Center Consultancy** for clients in **Banking, Fast Moving Consumer Goods, Trading & Distribution industries**.

Her experience comprises of **customer experience strategies, CRM roadmap and blueprint, Contact Center processes** and **operational setup including processes re-engineering and mapping**.

In the recent 2 years, she has been actively involved in **designing gamification journey for training courses, workshops, conferences as well as sales gamification**. She has successfully completed the **Game Thinking Workshop** with **Amy Jo Kim** and also completed the **Gamification for HR Workshop** by **Ann Coppens**.

She is currently the **Deputy President of the Contact Center Association of Malaysia** and **founder of ANBIZ Sdn Bhd**.

