CONCEPT

Gamification Design Training Course: Employee Engagement, Learning and Customer Loyalty

23 – 27 August 2027
Barcelona - Eixample district four-star



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Ref: 1401_23403 **Date:** 23 – 27 August 2027 **Location:** Barcelona - Eixample district four-star **Fees:** 23500 SAR

Introduction:

Gamification design for employee engagement, learning and customer loyalty is a 1-week course for learning, HR, sales operations, marketing, customer experience and product staff, ending with a Gamified Engagement Design Blueprint. Organisations add points, badges and leaderboards to onboarding, incentive and loyalty schemes, yet participation fades soon after launch, staff game the metrics and some designs pressure people unfairly. Nominees already run or shape engagement, learning or loyalty initiatives at work, and the course is taught through case study work on real schemes and their data. CoreConcept Training Center delivers this gamification design course.

Course Objectives:

- Diagnose engagement problems using self-determination theory, player types and the balance of intrinsic and extrinsic rewards
- Analyse an existing incentive or loyalty scheme with the MDA framework and the Octalysis core drives
- Design points, badges, levels, leaderboards, challenges and feedback loops that reinforce defined target behaviours
- Apply gamification to onboarding, workplace learning, recognition, sales incentives and customer loyalty schemes
- Screen gamified designs for manipulative patterns and test their effect with A/B tests and control groups
- Produce a Gamified Engagement Design Blueprint with a mechanics specification and impact scorecard for a case organisation

Target Audience:

- Learning and development staff responsible for onboarding, learning paths and learner motivation
- HR staff who run employee engagement, recognition and wellbeing initiatives
- Sales operations staff who design sales contests, targets and incentive schemes
- Marketing and customer experience staff responsible for loyalty, retention and customer activation
- Product staff who shape user journeys, feature adoption and in-app engagement

Course Outline:

Day 1: Gamification Foundations, Motivation Psychology and Engagement Drivers

- Gamification Definition Separating Game Elements From Serious Games
- Self-Determination Theory Needs of Autonomy, Competence and Relatedness
- Overjustification Effect and Intrinsic Versus Extrinsic Reward Balance
- Bartle Player Types Mapped to Staff and Customers
- Engagement Baseline Audit of Current Incentive and Recognition Schemes

Day 2: Gamification Frameworks, Game Mechanics Models and Platforms

- MDA Framework Linking Mechanics, Dynamics and Eight Aesthetics
- Octalysis Eight Core Drives Analysis of an Existing Scheme
- Element Hierarchy of Dynamics, Mechanics and Components Mapping
- Target Behaviour Specification Linking Business Outcomes to Player Actions
- Gamification Platform Options From Engagement Suites to Plug-Ins

Day 3: Designing Game Mechanics, Challenges and Feedback Loops

- Points Economy Design With Earning Rules and Inflation Controls
- Badge and Level Architecture Signalling Mastery and Progression
- Leaderboard Variants Including Relative, Team and Time-Boxed Formats
- Challenge Curve Design Matching Difficulty to Growing Player Skill
- Feedback Loop Mapping for Immediate, Progress and Social Signals

Day 4: Gamified Learning, Workforce Incentives, Loyalty and Ethical Risk

- Gamified Onboarding Quests and Mission-Based Learning Path Design
- Sales Contest and Recognition Gamification Without Micromanagement Effects
- Customer Loyalty Gamification With Check-Ins, Streaks and Tier Challenges
- Manipulative Pattern Screening for Compulsion, Loss Aversion and Unfair Pressure
- A/B Testing and Control Group Design for Gamified Features

Day 5: Case Study Building a Gamified Engagement Design With Metrics

- Case Organisation Briefing Covering Workforce, Learner and Customer Behaviours
- Player Persona and Motivation Profile Build for the Case
- Mechanics Selection Matrix Applied to the Case Target Behaviours
- Gamification Impact Scorecard With Participation, Retention and Behaviour Metrics
- Gamified Engagement Design Blueprint Completion and Peer Panel Challenge

Skills You Will Gain:

- Motivation Diagnosis
- Player Profiling
- Game Mechanics Design
- Points Economy Balancing
- Challenge and Feedback Design
- Ethical Engagement Review
- Engagement Experiment Design
- Engagement Metrics Analysis

Why Attend This Course:

- Hand a Gamified Engagement Design Blueprint, with its mechanics and impact scorecard, to the HR, learning or marketing lead who sponsors the scheme
- Decide which mechanics suit a target behaviour, and when a leaderboard or reward will weaken motivation rather than raise it
- Avoid wasted incentive spend, gaming of metrics and complaints about manipulative design by testing mechanics before scale-up
- Share player profiling templates, a mechanics selection matrix and an ethics screening checklist with colleagues who run engagement schemes

Conclusion:

Back at work, the participant hands the sponsoring HR, learning or marketing lead a Gamified Engagement Design Blueprint that sets target behaviours, player profiles, selected mechanics, ethics screening results and an impact scorecard. The unit uses it to decide which scheme to pilot, which mechanics to drop and how to fund rewards without eroding motivation. After the first pilot cycle, the unit should review participation and drop-off rates, the A/B test results against the control group and any complaints about pressure or fairness before a wider roll-out.

Frequently Asked Questions FAQ:

What should participants know before the gamification design course?

Participants should already run or contribute to an engagement, learning, incentive or loyalty scheme at work. No coding or game development experience is needed. Bringing a short description of a current scheme with its participation figures helps them apply the frameworks to their own case.

How does the gamification design course differ from an e-learning design or trainer development course?

It focuses on motivation and on designing points, challenges, feedback loops and rewards across staff and customer schemes. E-learning design courses concentrate on authoring tools and content standards, and trainer development courses on classroom delivery, so both touch gamification only briefly.

Do points, badges and leaderboards in gamification design always raise engagement?

No. They work when they give informative feedback and support autonomy, competence and relatedness. Controlling rewards can weaken intrinsic motivation, and leaderboards can discourage people far from the top, so designs need tested mechanics and alternatives such as team or relative rankings.

What does a participant take back from the gamification design course?

Each participant takes back a Gamified Engagement Design Blueprint for a case organisation, containing target behaviours, player profiles, a mechanics specification, an ethics screening record and an impact scorecard with A/B test plans, ready to adapt to a scheme in their own unit.