Serious Gaming is Serious Business

.... with some serious issues!!!!
Who am I?  
Who is Simenco?  
Why am I here?  
..... some Serious Issues?
Who am I?

- Nikola Pavloff
- Born in Macedonia
- 46 year, married, 2 kids (8 and 10 years)
- More than 20 years of experience in Serious Gaming
- Since 2003 founder of Simenco
- (former) Board Member Saganet
- Academic interest: Organizational Change
- Football Trainer / Volunteer
Who am I?

Who is Simenco?

Why am I here?

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Why am I here?

- Personal Interest
- Share some design experiences
- Interact with you
De cursusdoelen zijn:

- het **kunnen** definiëren en **evalueren van doelstellingen** van serious games en het **evalueren van effecten** van games en gamificatie **op mensen, organisaties en de maatschappij**;

- **Kennis en begrip hebben van**
  - **de mogelijke toepassing** van games en gamificatie in verschillende domeinen zoals gezondheid, veiligheid, **training en educatie**;
  - **de basisprincipes** van leren en training (geheugen, stress); van attitude- en gedragsverandering, motivatie, overtuiging; en van principes van engagement.
  - **Game genres en game elementen** (o.a. gameplay, roles, game mechanics, dynamics, aesthetics, technology);
  - **de toepassing** van verschillende technologieën in serious games (VR/AR, location based, simulaties, etc);
  - **Het commerciële verdienmodel** van een gamified product/dienst: marketing toepassingen van gamificatie door bedrijven.

De student kan **kritisch** games (of game-ontwerpen) **analyseren en evalueren** op effectiviteit.
Common Interest in (Serious) Gaming?

Applied games or serious games are games that have a different primary goal than entertainment. The main goal can, for example, be education, training, increasing awareness and understanding, or attitude- and behavior change. Applied games and gamification (the use of game-techniques to, for example, motivate people, influence behavior or solve problems) are now widely used in fields such as health, safety and defense, education, social media, marketing and communication.
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Who is Simenco?

Simenco has almost 15 years of experience in Serious Gaming.

- Nike – Nike Supply Chain University
- ASML – Young Talents
- Priceline/Booking.com – Art of Leadership
- Dutch Social Security – organizational change, >3,000 participants
- Dutch Tax Services – organizational change, >3,800 participants
- Market Leader in Business Games for colleges of higher education, >5,000 per year
- DecideWise – online assessments > 3,000 participants
- Various international business schools
- Numerous talent programs and management development courses
- Joint offerings with clients.
What we do?

Meaningful Play

The learning goals are always at the core of our Design philosophy.
In Learning Didactics terms

- Situated Cognition: a theory that argues that knowing is inseparable from doing. A close connection between actions and context is crucial to enable transfer.

- Active Learning: focus on the involvement of the learner.

- Repetition: practice makes perfect.

- Scaffolding: learning is an interactive, facilitated and incremental process.
Game Design Workshops

LEARNING OBJECTIVES

- Knowledge
- Skills
- Awareness

Players

Goal

Actions and Decisions

Rules

Format

Story and Theme
Game Design

Improve?
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Learning does not happen in a created game world but in “reality”.

**Minimal transfer**
The game elements create engagement and motivation

**Challenge**
Prevent unwanted player behavior and unsafe situations
Objective: increase safety > limit speeding

Speed Camera Lottery
Objective: take the stairs > increase of 66%
ONTWERP

1/14 - Lanceerlocatie

Klik hiernaast op een mogelijke lanceerlocatie voor meer informatie

Baikonur te Rusland


Overzicht

Kosten

Weer

Services

Personeel

ONJUIST | JUIST!

Missie naar Mars

TEAM SKYBUSTERS
Missie naar Mars
PROJECT

Definitie | Ontwerp | Realisatie | Assemblage | Accepteren

Ruimte voor aanpassingen

Constructieve ruimte

Destructieve interventies

Afnemende ruimte voor aanpassingen

Kosten van aanpassingen

Stijgende kosten van aanpassingen

Tijd
Thank You!