

2015 SAA Business Archives Section Colloquium Introduction to Business Gamification

Wednesday, August 19, 2015
1:00 – 4:00PM

Cleveland Convention Center
300 Lakeside Avenue, Cleveland, Ohio 44113
Room 16

Agenda

- 1:00 – 1:15 Welcome and introductions/
Opening remarks from BAS Chair
Jamal Booker, Coca-Cola Company
- 1:15 – 1:20 Call to action for 2016 session proposals from BAS membership
Paul Lasewicz, McKinsey & Co.
- 1:20 – 3:45 Introduction to Enterprise Gamification
Ross Smith, Microsoft
This engaging and interactive workshop addresses the designing of playful and engaging business processes. With a hands-on approach, the attendees will learn how to design games and apply gamification elements leveraging heritage for the enterprise.

Session will include team exercises throughout.

[above to include 1-2 short breaks]
- 3:45 – 4:00 Catch-up, updates from the field and wrap-up
Jamal, Bill, Volunteers
- 5:00 - ??? BAS Mixer
Urban Farmer Steakhouse (cash bar)