



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
April 9th 2014: Gamification: Filling the Customer Expectation vs Sales Gap

The buzz: Game on! We've always been drawn to games in our leisure time, from Senet (Egypt), Mahjong (China), dice (Iran, India) to Monopoly (US), and videogames. But while we were having fun, gaming became a serious player in the arenas of formal learning, workplace productivity and even sales. We've heard that 70% of the top 2000 companies plan to use gamification (term coined in 2002 by Nick Pelling) by 2015. Are you in it to win it? The experts speak. Prof. Ashok Ranchhod, Games Design Hub: "Curiosity may have killed the cat, so we should love and respect it. For without curiosity and i

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Featured Guests



Prof. Ashok Ranchhod
Prof. Ashok Ranchhod, BSc., MSc., MBA, PhD, FCIM, works as a Reader in Marketing Communications at the Winchester School of Art, University of Southampton.

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Gopal RajGuru
Gopal RajGuru, founder and Managing Director of Innovate+Grow Group (I+G) since 2000, is a sales educator, consultant, and university professor.

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Philipp Herzig
Philipp Herzig is a researcher and developer at SAP, Germany. He holds a B.Sc. in Computer Science, M.Sc. in Information System Research, and is currently a Ph.D. candidate at the University of Technology Dresden and SAP.

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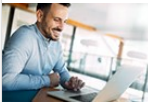
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