



The Future of Business



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

**Future of Business with Game Changers,
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Archives Available
November 20th 2014: Game-On with
Gamification!**

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The buzz: Gamification. Gamification is a trendy buzzword in businesses today because of its significant benefits. How does it work? By putting the customer, prospect or employee at the center of a well-designed, game-based experience, you can improve and capture data on their motivation, productivity, and engagement. Not on board yet? It's time to learn about the new science of relationship building through big data and gamification, and the gurus' secrets to designing gamification that really works. The experts speak. Rajat Paharia, Bunchball: "All of this has happened before, and it wil

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Featured Guests



Rajat Paharia

Widely recognized as the father of gamification, Rajat Paharia founded Bunchball in 2005. Since then, he has parlayed his unique understanding of technology and design

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Mario Herger

Mario Herger is CEO, founder and partner of Enterprise Gamification Consultancy LLC, a strategic consulting group focused on gamification, innovation, social business, and intrapreneurship in the enterprise.

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Janaki Kumar

Janaki Kumar is the Head of Strategic Design Services, America in SAP's Design and Co-Innovation Center. She leads a team of designers who work directly with customers to transform their user experience.

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