Workshop
Learning from games to solve real world challenges

Place: Braga Exhibition Centre, Braga, Portugal
Date: 16th November 2012
Participate here!

Program

14:30 **Welcome**

J. Cadima Ribeiro — *University of Minho (Portugal)*
Ana Isabel Cunha* — *National Agency PROALV (Portugal)*

14:40 **ENTRExplorer: a serious game for immersive entrepreneurs**

Presentation and official launch!

Nuno Pinto Bastos — *EDIT VALUE (Portugal)*
Francisco Carballo Cruz — *University of Minho (Portugal)*

15:20 **Beyond game and play**

It is important to distinguish the different concepts when developing an online serious game, for a better understanding about its importance and effectiveness.

Franz-Werner Karner — *Steirische Volkswirtschaftliche Gesellschaft (Austria)*
Gottfried Haertel

15:35 ***Gamify* your business!**

Gamification is an emerging business practice, with many of the world's most admired companies signing on (Fortune, 2011). During the presentation we will have a look at some examples and find why *gamification* is a catalyst for the achievement of results.

José Neto — *WeAreMateria (Portugal)*

16:00 **Show & Networking**

**Waiting for confirmation*