

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)*
- 14:45** **ENTREplorer: a serious game for immersive entrepreneurs**
- Presentation and official launch!
- Nuno Pinto Bastos *EDIT VALUE (Portugal)*
Francisco Carballo Cruz *University of Minho (Portugal)*
- 15:30** **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
- 15:40** **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