



GAMES AND GAMIFICATION FOR FUN and CREATIVE PEOPLE ENGAGEMENT



Our Partners

- University of the Philippines at Los Banos
 - College of Arts and Sciences;
 - College of Economics and Management)



When:
• 7 - 11 August
2023



Where:
• Kuching
Park Hotel



Registration Fee:
• RM100.00
(to cover cost of course materials)

(Limited places available. First come, first served)



RAKAN SARAWAK "DESTINY MOVERS" event is a series of activities that taps the power of storytelling for people engagement. This is a project implemented by **FARADALE MEDIA-M SDN BHD** and **UNIT KOMUNIKASI AWAM SARAWAK** for the **STATE SECRETARY'S OFFICE, PREMIER'S DEPARTMENT**.

RAKAN Sarawak "Destiny Movers" event complements the RAKAN Sarawak magazine and other social media platforms that communicates the policies, programs and development projects of the government.

RAKAN SARAWAK believes that in an age of division, the world deserves a platform that

- brings people together,
- providing a common narrative and,
- a sense of shared purpose.

RAKAN Sarawak "DESTINY MOVERS" event is our interactive, participatory, people engagement platform focused on **STRENGTHENING** the values of Sarawak society that are the foundations for Sarawak's success as an economic powerhouse with an inclusive society.

- rakanswk
- @RAKANsarawak
- rakan_sarawak
- RAKAN Sarawak TV



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GAMIFICATION



www.rakansarawak.com

Event Organisers



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In today's digital era, we are spoiled for choice in the plethora of tools, channels, approaches and gimmicks that we can use to engage with our stakeholders. Gamification, games and simulations using creative stories and digital means are some of the more popular methods that are now being employed to engage with stakeholders.

RAKAN SARAWAK DESTINY MOVERS event is a project under my office that aims to equip Sarawak civil servants, especially those directly involved in communication outreach tasks, with the requisite competencies in coming up with more creative approaches in people engagement.

This workshop will give participants an opportunity to learn and apply the principles and process of game-thinking and game mechanics to engage stakeholders, and develop creative means to effect changes in mindsets, attitudes and behaviour.

We also recognise that any development program, project or activity that the government implements requires not just the efforts of the civil servants to be successful. The inputs and cooperation from other sectors of society are crucial in every endeavour for our society's good. As such, we are inviting members of our civil society organisations to take part in this workshop series as well.

We hope to see outputs from this activity that will showcase the important value of teamwork and collaboration among all sectors of society as we move towards our goal of making Sarawak an economically prosperous, inclusive and well-governed society.

Let's all work together to make that happen following the lead of our Premier Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg who have been launching innovative and trailblazing ideas for the good of Sarawak.

Thank you for your interest and assistance in making this activity successful and beneficial for Sarawak society's common good.

Datuk Amar Haji Mohamad Abu Bakar Bin Marzuki
Sarawak State Secretary



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Overview

This workshop is designed to introduce participants to the concept of gamification and how it can be used to enhance communication strategies in the development sector. The course will cover the basic principles of gamification, the application of gamification in development communication, and the ethical considerations involved.

Objectives

- To introduce participants to the concept of gamification and its potential applications in organisational and development communication.
- To develop an understanding of how gamification can be used to enhance communication strategies in the development sector.
- To explore the ethical considerations involved in the use of gamification as a people engagement strategy.
- To provide students with practical skills in designing and implementing gamified communication approaches.

Outline

This course and workshop will employ the blended learning approach.

Week 1 will be conducted face-to-face while the rest of the course will be conducted via distance learning and mentoring approach.

Week 1

- Introduction to Gamification in Development Communication
 - What is gamification?
 - Principles of gamification
- Applications of Gamification in Development Communication
 - Case studies of gamification in development communication
 - Gamification and behavior change
 - Gamification and social impact
- Designing Gamified Communication Strategies
 - Identifying communication goals and objectives
 - Gamification design principles
 - Creating a gamification plan
- Implementing Gamified Communication Strategies
 - Testing and refining gamification designs
 - Launching and evaluating gamification initiatives
 - Scaling up gamification initiatives

Weeks 2-6

- Ethical Considerations in Gamification
 - The potential risks and downsides of gamification
 - Ethical considerations in gamification design
 - The role of informed consent in gamification

Final Project

Participants will design and present a gamified communication strategy for a development organization or issue.

