



# CAPTIVATING EXPERIENCES

2024 EDITION

*Engage. Inspire. Connect.*

No-nonsense research-based methodology for conferences, team building and more.







# Make a Splash

Corporate Event Market is worth more than \$430 billion in 2024. This is a tremendous amount of money. Packing it in \$100 bills would cover the distance from Earth to the International Space Stations.

Team buildings in exotic locations, sales conferences in luxurious resorts, secluded top management off-sites. When business is good, companies splurge on exotic gatherings. When business is slow, most events are postponed.

Are corporate events vitamins or painkillers? Are they something nice to have when there is extra money, or something essential to create meaning and connect with employees?

## *The truth about what percentage of corporate events achieve their objectives*

According to research, less than 40% of events measure a positive Return on Investment (ROI).

We studied 1,736 corporate events and team buildings from the US to Singapore and Spain. In this document, you will find three main sections.

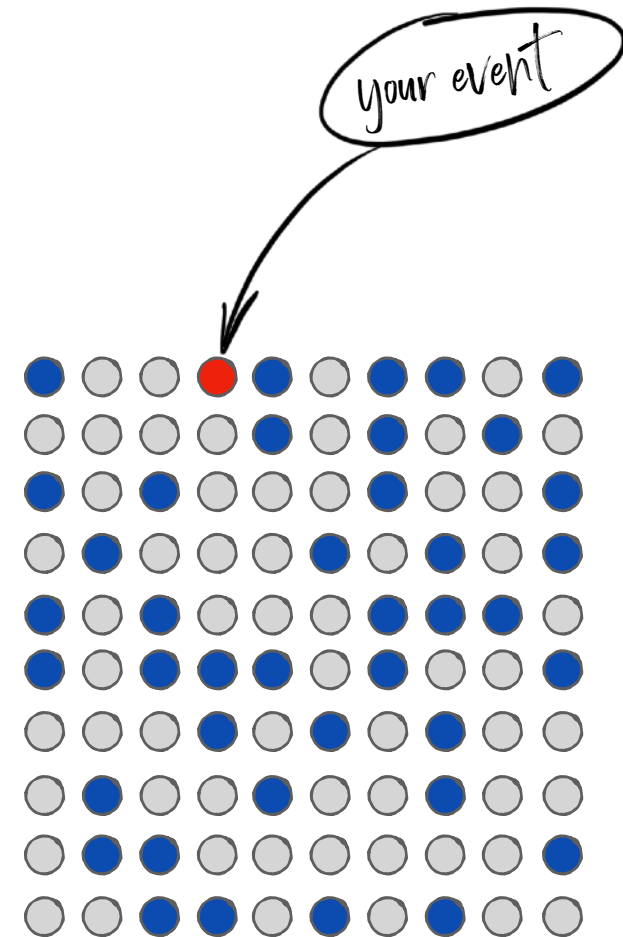
- What makes an event fail or succeed? The fastest and easiest way to engage, inspire, and connect, according to research.
- Proven strategies you need to start transformation from as low as four hours. Comparison of the ten classic event types and the nine precise objectives to achieve.
- Powerful tactics to turn attendees into participants.

## *Why the splash effect?*

We promise to help you make a splash during your next event.

**Captivate and engage.** Grab the participants' attention at the start. Break away from traditional, mundane approaches, making your event generate excitement and stand out.

**Challenge for unmatched impact.** Create a ripple effect within your organization. Achieve positive, measurable changes such as strengthened relationships and enhanced collaboration. Ensure the transformation lasts beyond the event.



● Events with positive ROI



## YOUR VISION

Why events fail?

How do you measure the success of an event?

Will your next event be a painkiller, remedy, candy, placebo, or vitamin?



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"Individually, we are one drop.  
Together, we are an ocean."

*Ryunosuke Satoro*





# YOUR VISION

"The best way to predict the future  
is to create it."

*Peter Drucker*

# It starts with a vision

A clear vision is the cornerstone that makes an event successful.

It assists you in establishing the mood, outlining the goal, and directing every element, including the theme and venue selection as well as the activities.

Events may lack consistency in the absence of a vision, leaving participants confused and dissatisfied.

In addition to energising attendees, a compelling vision gives the event organizers themselves inspiration and guidance.

Basically, vision is what makes events more than just get-togethers; it's what makes them **captivating**.

This is an example for a event vision for a recent project for a large technology company. Information considered confidential have been removed.

## Example:

- *The purpose of the event is to reinforce our new culture. We want managers to feel empowered to be team culture champions in the next six months.*
- *People will enjoy a friendly atmosphere, and everyone will be involved in the discussions.*
- *People can get answers to all their questions.*
- *Activities will be different and surprise participants in a positive way.*
- *The event will be collaborative; everyone will feel like a big community.*
- *As a result of this event, we will create specific commitments and a common language.*
- *After the event, people will stay fired up for months and can transform their teams with increased focus.*



## Write down your vision here:

*Imagine you are about to create your best-ever event. How do people like it? What do you see, hear, feel? What happens as a result?*

A large grid of 20 columns and 20 rows of small blue dots, intended for writing a vision statement.





"The greatest teacher,  
failure is."

*Yoda*

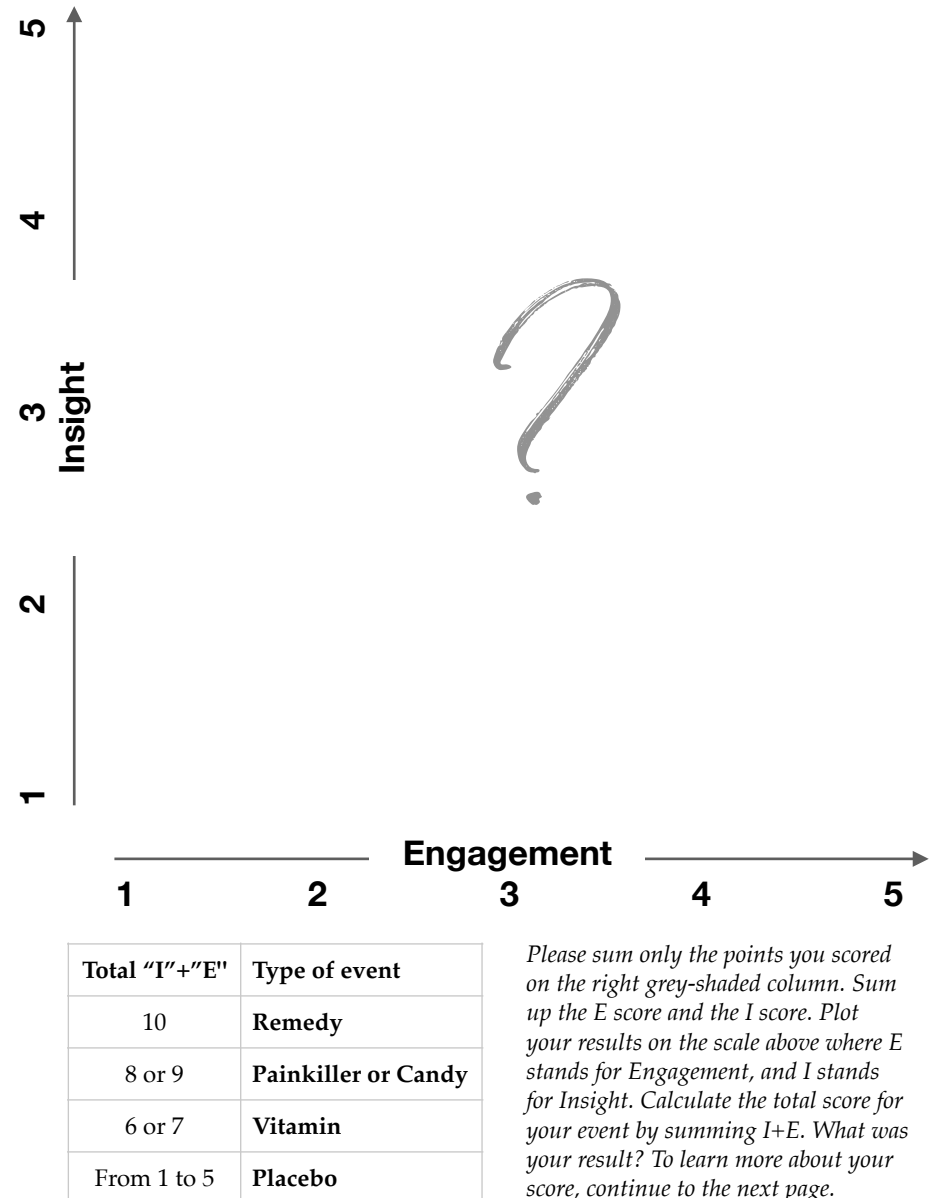
## Why Events Fail?

We studied 1,736 corporate events and team buildings from the US to Singapore and Spain. Here is what we found.

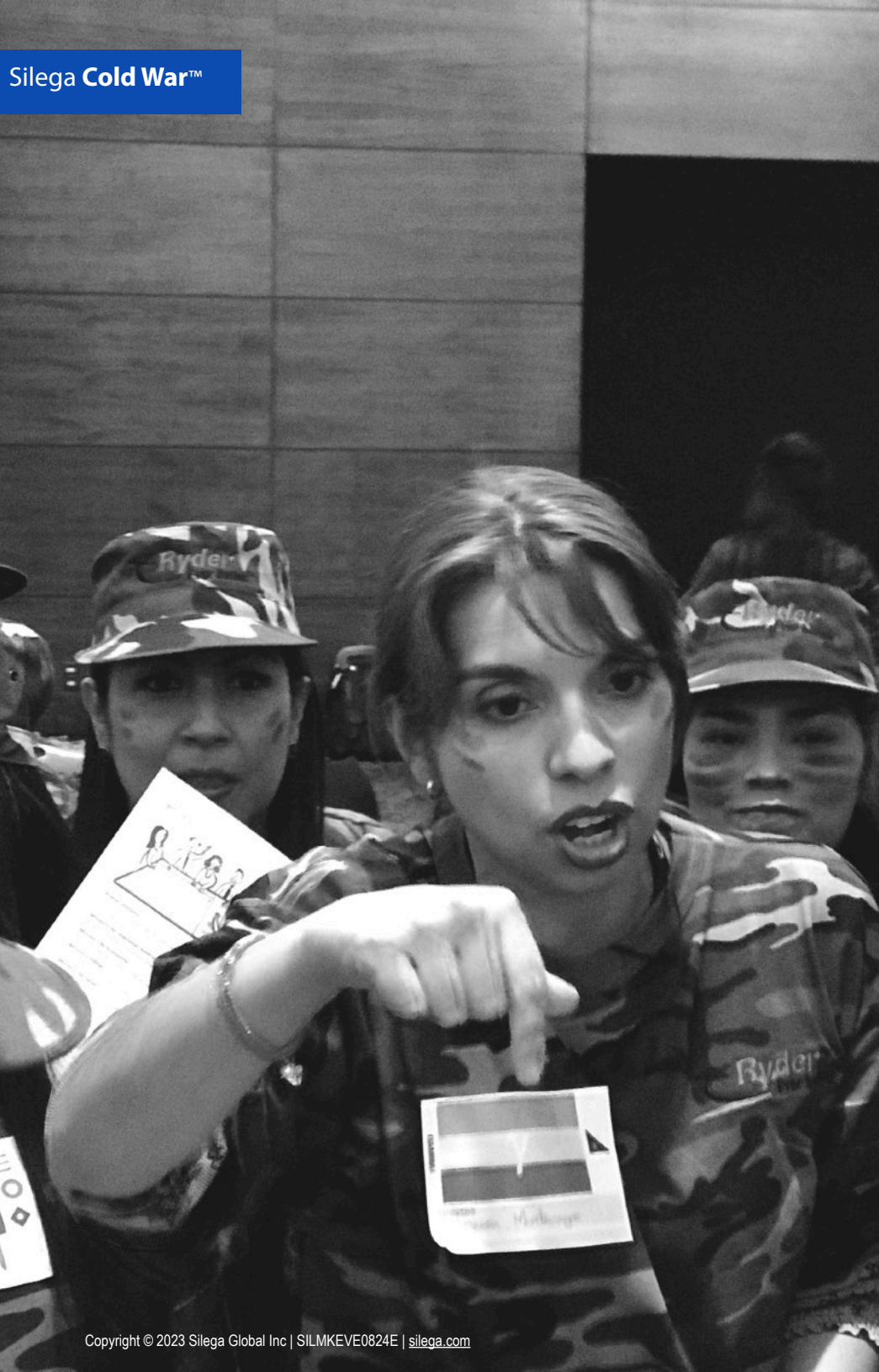
# How do you measure the success of an event?

Reflect on the last conference or seminar you attended. How would you evaluate it? Please use the following scale, and in each row, choose (✓) the one that applies **most**:

Participants looked involved and curious.	Participants looked bored and disengaged.	
Mostly collaborative.	Mostly working individually.	
Active participation	Passive listening	
Positive emotions - smiling, excitement.	Neutral or negative emotions.	
Everybody could participate equally, no physical effort was required).	Not all participants felt safe or included, physical effort was required.	
<b>TOTAL "E"</b>		
Clear goals and expectations from participants.	Participants were unclear about goal and what was expected from them.	
No feedback given.	Participants received feedback.	
Frameworks presented were research-based and relevant for the business.	Frameworks presented lacked relevance or credibility.	
Participants could customize their learning.	No customization of learning or messages.	
Follow-up items were generated and individual responsibilities assigned.	No follow-up items and lack of individual responsibilities.	
<b>TOTAL "I"</b>		
<b>Total "I"+"E"</b>		







## *The two dimensions of a successful event*

When you evaluate how successful an event is, you think in two dimensions.

**Engagement.** Engagement has to do with making people care and connect. This might include, for example, how much participants enjoy the event. How well did they connect with other people?

What would you observe if the **engagement is low**? People are bored, looking at their mobile phones, quiet, exhausted, and resistant to participate in activities.

**High engagement:** Participants are smiling, actively participating, demonstrating high energy and excitement, and acting curious.

**Insight and challenge.** Insight concerns how people process information and decide to commit and change their behaviours. How valuable was the event for them? How much did they learn? To what extent did they achieve their own objectives?

What would you observe in an event where **people are challenged to learn** and change? People asking questions, taking notes, seem genuinely interested.

What would you observe in a **low-insight event**? Lack of clear objectives and no follow-up items. Too slow and tedious - people would prefer to speed up 2x faster because of irrelevant and redundant content.

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**ENGAGEMENT** *How much did people enjoy the event?  
Do people care?*

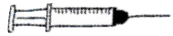
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**INSIGHT** *How do people process information to  
create meaning?  
Are people learning  
and changing?*

---

# Will your next event be a painkiller, remedy, candy, placebo, or vitamin?

## The five types of events



### Painkiller (high insight, low engagement)

Painful, same as an injection, is with short-lived and forced effects. Such events are intense on information and usually high in urgency. Participants are bombarded with data; management instills high urgency, sometimes even using the “burning platform” analogy. However, low engagement converts people to passive bystanders who most likely resist the call to action.



### Candy (high engagement, low insight).

Sweet as candy, not so high on the nutritional side. The way candy generates glucose spikes, such events creates a lot of enthusiasm. However, the effect fades quickly. But when the event is over, there are a few action items to follow up and the value for the business is questionable, which is ok if your objective from the beginning was to have fun.



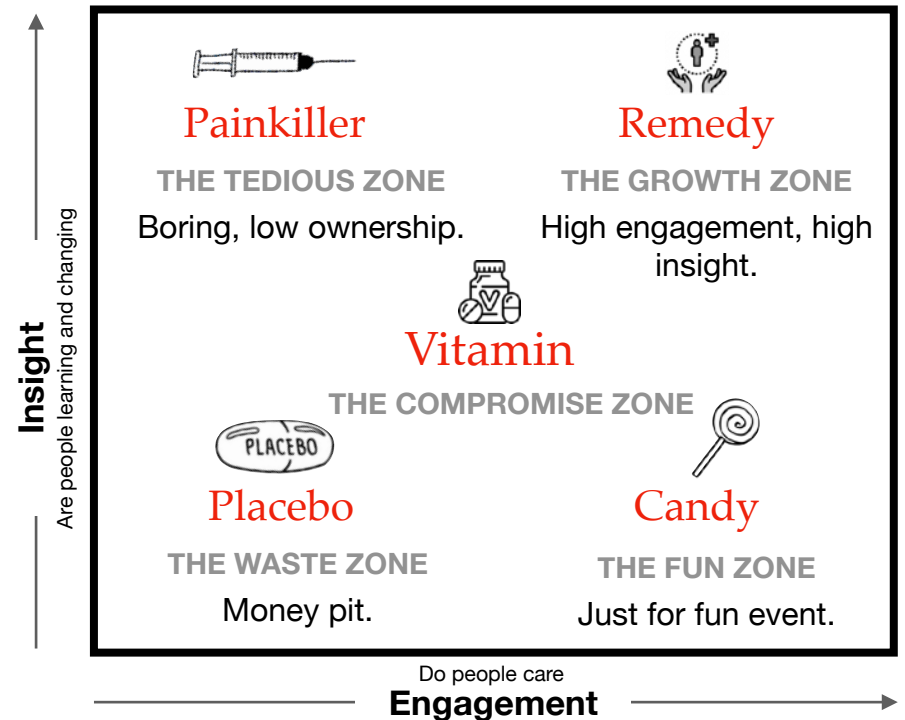
### Placebo (low engagement, low insight).

Such events are usually organized with a high urgency and without a clear focus. Organizers would think that a solution would magically occur by just gathering people. It is the same as a placebo; the chances for success are meager.



### Vitamins (moderate engagement, moderate insight).

Such an event could be just a tiny part of the overall solution, like a vitamin. It could achieve some improvement, but because of a lack of sufficient commitment to challenge, it would require costly and lengthy follow-up. Those events represent a real lost opportunity to turn into something excellent. They are, of course, slightly better than the placebo events.



### Remedy (high engagement, high insight).

Holistic cure involves not just focusing on the symptoms but on the correct diagnosis, the application of treatment, and a change of lifestyle. In the same way, events in this group have the potential to transform participants and create lasting impact. People are eager to participate, time is maximized, and results are achieved.

This is the type of event that you want to have, and we are sure with the information contained in the following pages, you will.





# YOUR STRATEGY

"The essence of strategy is choosing  
what not to do."

*Michael Porter*







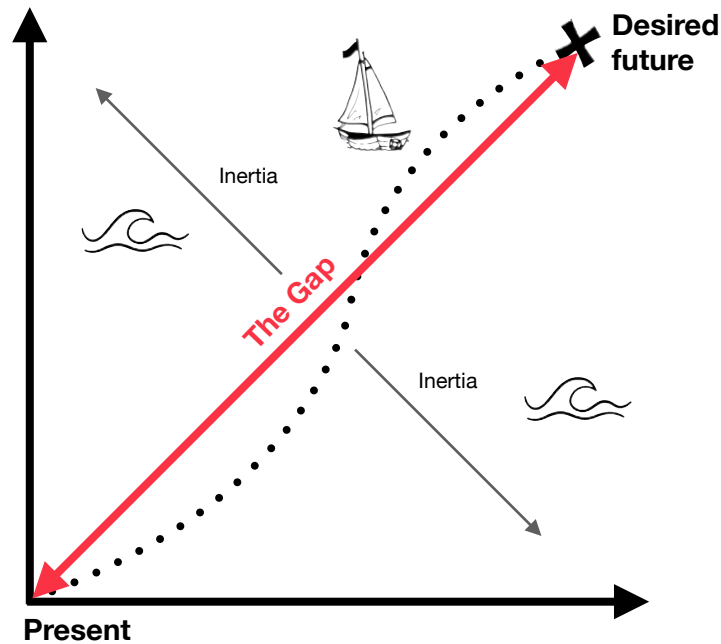
"A smooth sea never made a skilled sailor."  
*Franklin D. Roosevelt*

## Closing the gap

Strategy is like a roadmap between your current state and where you want to be. A savvy strategy guides your decisions and enables you to deal with uncertainty.



# Closing the gap



Most events must elevate participants and the organization from point A to point B. This means closing a gap.

The gap means different things for different cases, for example, selling more, implementing strategy better, responding to a competitive threat, and changing the culture.

We have identified the most common gaps, and we will share in continuation. One crucial question here is

*What will happen if we don't close the gap?*

There are always forces of inertia that make people choose the status quo over the change. But what will happen if the initiative fails to achieve the expected objective?



*Not all gaps are created equal.*

Some gaps are more straightforward to close than others. For example, sharing information (closing the gap from now knowing to know) is way easier than completing a more significant gap, for example, making people apply what they learned.

**Different gaps require different strategies and tools**, like in maritime navigation. You could take a dinghy for shorter distances but need a decent sailboat for a trip beyond the Atlantic.



# Ten types of gaps

Here is a list of the ten most common gaps for an event. Select those that apply to your case. Note that you must prioritize or organize various events if you select three or more.



*Capability gap*

Skills, knowledge, aptitude.



*Communication gap*

Increase understanding and feedback.



*Performance gap*

Predictable quality.



*Opportunity gap*

Sense innovation opportunities.



*Culture gap*

“Our way” of doing things.



*Alignment gap*

One team, one company.



*Technology gap*

Competitiveness through digital transformation.



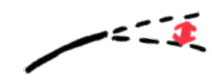
*Leadership gap*

Have the leaders can navigate change successfully.



*Customer experience gap*

Improve service and customer experience.



*Strategy execution gap*

Alignment with mission and goals.



# Risk factors



In every expedition, there are headwinds; however, sometimes storms might appear. Here are the top 15 factors that might derail the success of your event. Which of those might you face for your next event? How can you address that specific challenge?

- Budget constraints and uncertainty.
- Finding a suitable venue that meets the event requirements.
- Scheduling conflicts and availability of participants.
- Generational differences or group too diverse in terms of needs or seniority.
- Dealing with last-minute changes or cancellations.
- Balancing the need for structured activities and allowing for socializing.
- Overcoming language and cultural barriers.
- Developing engaging content and presentations to captivate attendees.
- Mitigating risks and maintaining safety and security during the event.
- Resistance from participants, overcoming participant fatigue or disengagement.
- Difficulty evaluating and measuring the success of the event against set objectives.
- Pressure to prove sustainable practices and minimizing the environmental impact of the event.
- Lack of full stakeholder support.
- Difficulty selecting a reliable provider.
- Lack of project management expertise from the organizing team.





"The best way to predict the future is to create it together."

Peter Drucker

## What type of event?

In the following section, we will compare the ten classic types of meetings with their range of objectives, target, attendee profile, complexity, and main gaps they pretend to address.

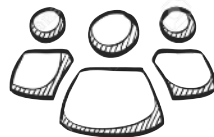




## The ten classic type of events



**Planning meeting**



**Top management meeting**



**Salesforce meeting**



**Results meeting**

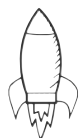


**Townhall**

	<b>Planning meeting</b>	<b>Top management meeting</b>	<b>Salesforce meeting</b>	<b>Results meeting</b>	<b>Townhall</b>
<b>Purpose</b>	Goal-setting and motivation	High-level decision-making	Sales strategy and performance discussion	Quarterly or annual performance review	Company milestones and culture communication
<b>Attendees</b>	Project team, relevant stakeholders	Top management	Sales team	Ongoing team	Whole company
<b>Duration</b>	2-3 days	2-4 days	1-3 days	Half a day to a full day	Half a day to a full day
<b>Complexity and Parallel Sessions</b>	Parallel breakout sessions	Limited or no parallel sessions	Parallel breakout sessions	Limited or no parallel sessions	Limited or no parallel sessions
<b>Main gaps</b>	Opportunity gap, Strategy execution gap, Performance gap	Opportunity gap, Strategy execution gap, Alignment gap	Capability gap, Customer experience gap, Strategy execution gap	Strategy execution gap, Performance gap, Leadership gap	Culture gap, Technology gap, Communication gap



## The ten classic type of events (Continued)



### Product launch



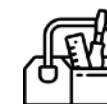
### Meeting with distributors/clients



### Team building



### Incentive meeting, top talent programme



### Skills building

	Product launch	Meeting with distributors/clients	Team building	Incentive meeting, top talent programme	Skills building
<b>Purpose</b>	Introduce and promote a new product or service	Engage with distributors and share industry insights	Foster teamwork, collaboration, and trust	Recognize and engage top-performing employees	Enhance employee knowledge and skills
<b>Attendees</b>	Sales team, marketing team	Sales team, distributors, stakeholders	Cross-functional team, whole department	Top talent, senior management	Emerging leaders
<b>Duration</b>	1-2 days	2-4 days	1/2 - 2 days	1-3 days	1-2 days
<b>Complexity and Parallel Sessions</b>	Parallel breakout sessions	Parallel breakout sessions	Limited or no parallel sessions	Limited or no parallel sessions	Parallel breakout sessions
<b>Main gaps</b>	Customer experience gap, Communication gap, Technology gap	Customer experience gap, Communication gap, Capability gap	Strategy execution gap, Alignment gap, Technology gap	Leadership gap, Capability gap, Opportunity gap	Leadership gap, Capability gap, Technology gap



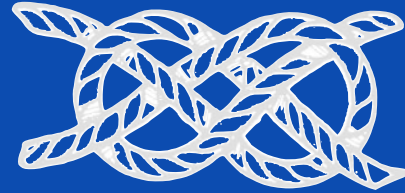


HUBERTO  
FALCONES  
Silega Expedition

**D2 SUBIENDO**  
Los animales que viven en las montañas son muy diferentes a los que viven en las llanuras. Los animales que viven en las montañas son más pequeños y tienen que correr más rápido para escapar de los depredadores. También tienen que vivir en las montañas de su hábitat natural.

A. Continúan en el espacio.





# YOUR TACTICS

"Good tactics can save even the worst strategy. Bad tactics will destroy even the best strategy."

*General George S. Patton Jr.*

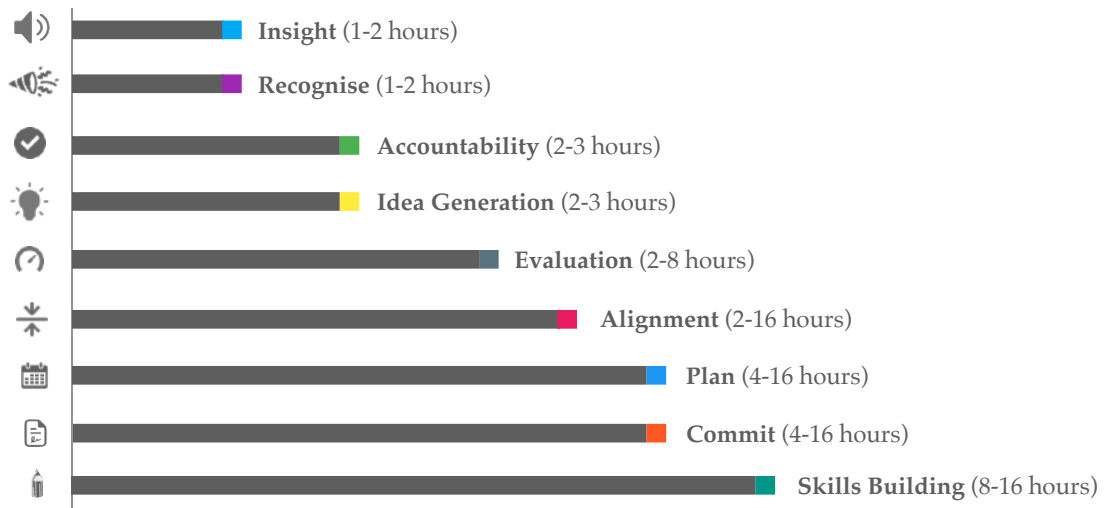


# Nine building blocks



In the previous section, we shared the different types of gaps an event can help you close. Here, we are going deeper into how exactly you will approach said gaps. For example, the event's main goal (gap) might be a Culture gap. The next question is, what exactly do we achieve? Measure the culture? Align people around a new culture? Educate people on culture? Brainstorm ideas? Depending on our research, we have narrowed nine building blocks of every event that might help you move closer to closing the gap.

The chart on the right shows how long, in our experience, it takes for each building block to be accomplished. Note, however, that times vary significantly by group size and complexity.





What do you want to accomplish

Example

Techniques

## Insight



People walk away with 3 main messages, create awareness, share information.

*Create awareness of how people's behaviors impact organizational results*

Analogies, reflection, visualization, dramatization, create expectations, storytelling, demonstrations.

## Idea Generation



Encourage creativity and idea generation, explore possibilities.

*Brainstorm ideas for new product.*

Brainstorming, design thinking, simulation.

## Plan



Plan tasks, explore assumptions, and agree on goals.

*Set your team up for success by efficiently prioritizing initiatives and evaluating alternatives.*

Dependencies analysis, decision-making frameworks, physical prioritization or impact matrices.

## Recognise



Create a sense of belonging, motivate.

*Foster team spirit by celebrating achievements and recognizing individual contributions.*

Award ceremony, physical trophy or certificate presentation.

## Evaluation



Gain valuable feedback. Define problems and their root causes.

*Uncover insights by evaluating how customers perceive the organization.*

Feedback, causal analysis, competing hypothesis analysis, stakeholder analysis, physical whiteboards.

## Commit



Instill urgency through commitments and effective resource allocation.

*Team members to agree on specific individual short-term goals.*

Commitment boards, action item tracking, implementation plans, physical commitment walls or charts.

## Accountability



Follow up on previous commitments.

*Drive results by ensuring accountability for assigned tasks.*

Progress tracking, action item lists or boards, check-in meetings, accountability partners, progress charts or task boards.

## Alignment



Improve collaboration and break the silos.

*Achieve synergy and cohesion within your team to improve collaboration and achieve shared goals.*

Team-building exercises, collaboration workshops, icebreaker activities, get to know exercises, simulations.

## Skills Building



Facilitate skill development and knowledge sharing. Upskill participants with techniques and tools.

*Train leaders on how to be change champions.*

Workshops, skill-building activities, coaching, knowledge-sharing, interactive exercises, simulations.





Correr el año usando la tarjeta







**"Experience is the best teacher."  
Julius Caesar**

## The power of experiences

This section discusses applying structured, research-based experiences to increase booth engagement and learning. We call those structured experiences business simulations. Simulations in their modern form have existed for over ninety years, and numerous research sources have proven their benefits.

# Business simulations and experiential learning

Without a doubt, you have hundreds of options for your next event, from outdoor activities to cooking classes, from motivational speakers to escape rooms.

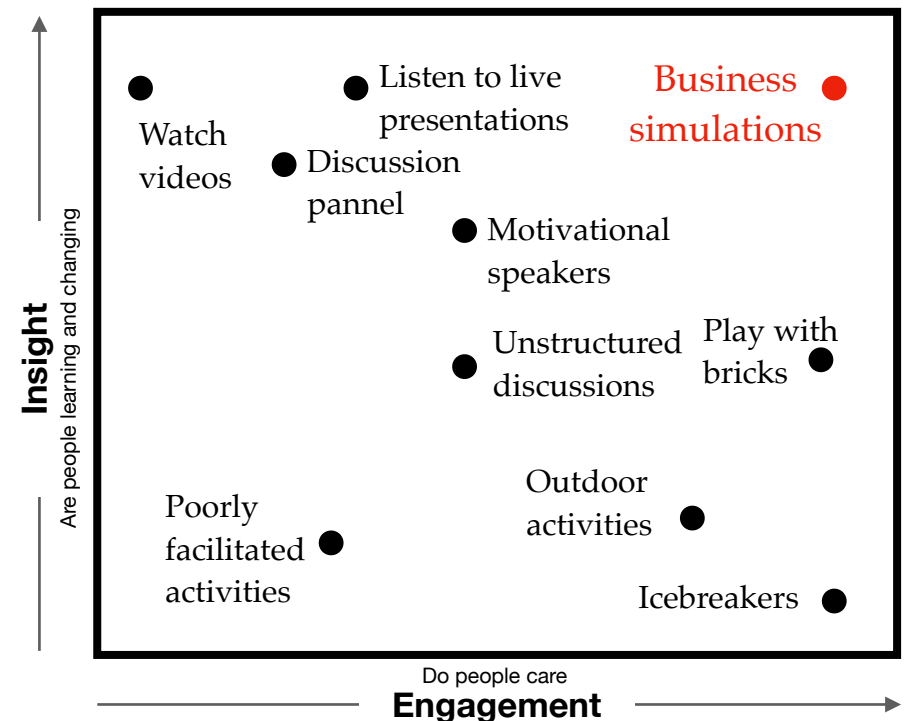
Remember the Engagement + Insight model from the previous section? We have compared the most common activities based on those two factors.

We have based our ranking only on peer-reviewed published papers (see below). Naturally, the effect of business simulations and experiential learning in general depends on the product's quality and the facilitator's experience.

Silega, of course, didn't invent business simulations. However, we are one of the three leading global business simulation companies today. Our programs are being used by Fortune 500 companies and leading business schools alike.

Modern educational games are a result of intersection of war games, systems theory, operations research, learning theory, behavioral change, mathematics, game design and technology. Although the term "gamification" has been coined in 2002, the use of games for learning dates back for centuries.

Outcome	Source
Increased interest and awareness importance of skills.	(Cousens et al, 2009)
Increased learning (knowledge and skills).	(Tompson & Dass, 2000)
Positive impact on self-control and self-esteem.	(Arias & Bustinza, 2009)
Students prefer simulation to textbook	(Cook & Swift, 2006)
High or very high degree of learning	(Battini et al, 2009)
Students think simulation is superior to traditional lecture-based teaching.	(Li et al, 2007)







*The power of business simulations*

Up to 4 times more efficient than conventional training methods. Start a transformation from four hours.



*Research-based and university-quality*

Meticulously tested in over 35 global markets and used by the leading companies and best universities.



*Valid measurement tools*

Programs include a validated set of assessments to empower the change.



*Highly customizable*

Situations, learnings, and specific information can be tailored to meet your industry-specific needs.





# Start a transformation from four hours

Simulations work because they are designed to reflect how we humans learn according to the core learning theories:

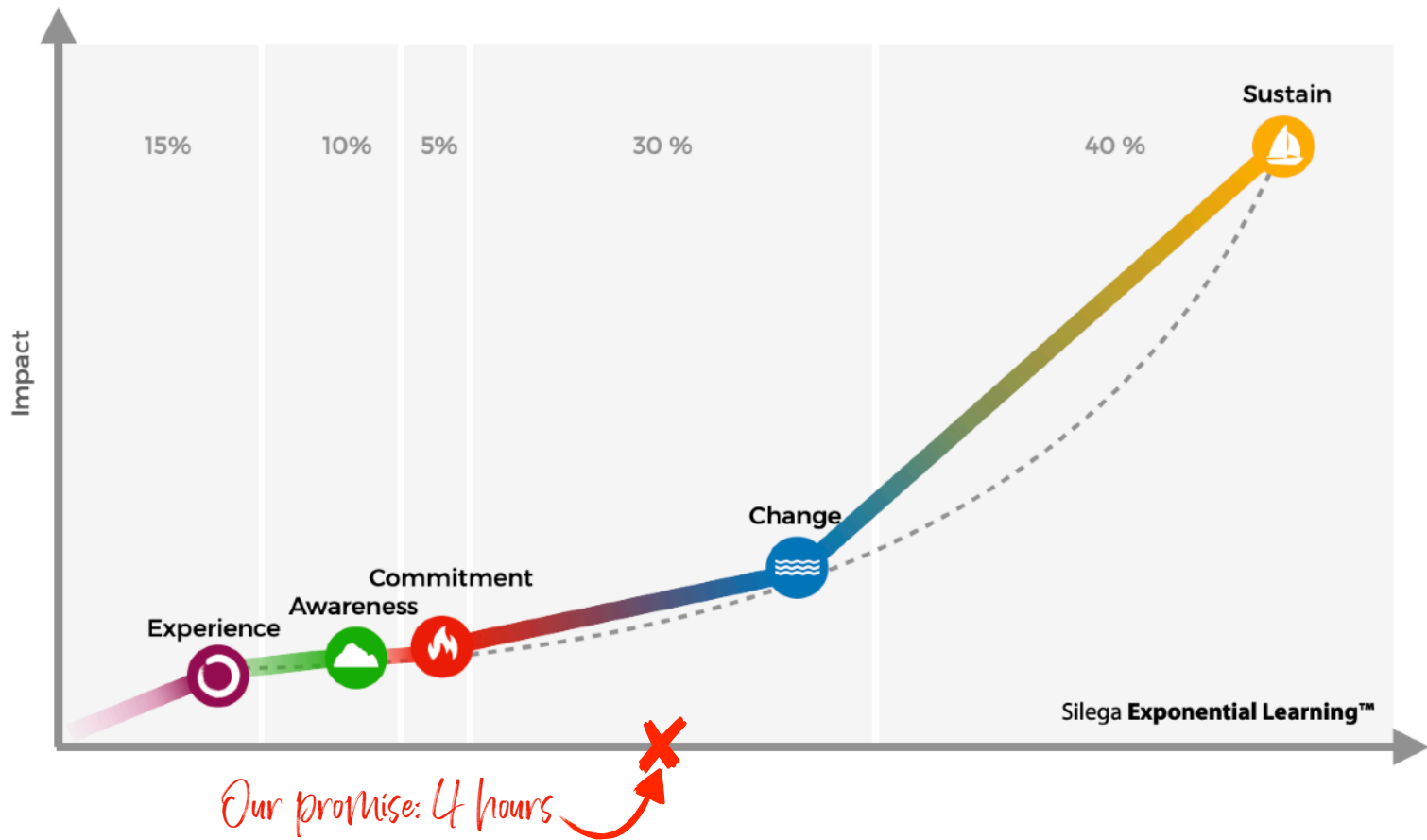
- **Constructivism** (we create meaning from experiences)
- **Humanism** (we must be engaged to learn)
- **Cognitivism** (information should be divided in a way we can assimilate it) and
- **Behaviorism** (create the right conditions for converting knowledge to actions and habits).

On the next page, you can discover our five-stage ELS™ model.

“The only source of knowledge  
is experience.”  
Albert Einstein



The Exponential Learning System™ by Silega



Stage	Experience	Awareness	Commitment	Change	Sustain
Main goal	Engage	Insights	Ownership	Challenge	Empower and reinforce
What is happening	Make decisions	Examine consequences, see the big picture	Create urgency	Apply immediately and quick gains	Transfer in real world
Example	Participate in a structured activity based on a mathematical model	Debrief what are the results from the actions taken. Use analogies to link simulation with real world examples	Plan how to use new knowledge in future situations	Use new knowledge and improve performance	Transfer and reinforce learning.

# Six best-selling simulations



## Silega Expedition™



### *Planning and decision making*

Participants are placed in a challenging and inspiring experience of climbing Mount Everest. Time is crucial; they must reach their goal in just a month.



## Silega Pulse™



### *Business acumen*

Highly-customizable, powerful table-mat based business simulation. Participants also learn how to read business statements, understand key indicators, and experiment with different business scenarios.



## Silega Cold War™



### *Team alignment*

Strategy simulation in which participants experience the most common obstacles to teamwork and inter-departmental alignment.



## Silega Commander™



### *Leadership*

Program that helps participants unlock the hidden potential of their organization and achieve sustainable growth through emotional intelligence.



## Silega Activator™



### *Change leadership*

Simulation advances through the different stages of a change process, and team can monitor the adoption level real time. Teams take decisions on how to manage stakeholders, communicate and manage risk.

Here, you can find a list of Silega's most frequently used programs for corporate events, conferences, and team-buildings. All are available online or in person. Group size might vary from five up to hundreds of participants simultaneously. You can find more information here: <https://silega.com/business-simulations/>



# Checklist - ninety days to a successful event

"Great acts are made up of small deeds"

Lao Tzu



We understand the pressure and stress of organizing any event or team building. Here is a checklist to help you track your next event and have a good night's sleep before the critical day. Times are just recommendations and could vary depending on how complex and large the event is.

<i>90+ days before</i>	<input type="checkbox"/> Define goals and target participants
	<input type="checkbox"/> Budget planning
	<input type="checkbox"/> Select a team
<i>60 days before</i>	<input type="checkbox"/> Venue and logistics
	<input type="checkbox"/> Speakers, providers and content
<i>30 days before</i>	<input type="checkbox"/> Registration and promotion
	<input type="checkbox"/> Monitor registrations
	<input type="checkbox"/> Materials and collateral
<i>15 days before</i>	<input type="checkbox"/> Visit site, hold rehearsals
	<input type="checkbox"/> Promote on social networks
	<input type="checkbox"/> Confirm final number of participants
<i>1 week before</i>	<input type="checkbox"/> Send pre-conference information to participants
	<input type="checkbox"/> On-site setup
	<input type="checkbox"/> Registration deck
<i>After the event</i>	<input type="checkbox"/> Welcome reception
	<input type="checkbox"/> Final checks
	<input type="checkbox"/> Feedback and evaluation
	<input type="checkbox"/> Thank you to participants
	<input type="checkbox"/> Follow-up

# Checklist - twenty one questions for choosing a provider



You have hundreds of provider options for any event's content, venue, multimedia, and catering. Unfortunately, you often realize the providers' quality until the day of the event. Here is a checklist to help you choose a content provider for your next event.

Experience managing groups of different size.	<input type="checkbox"/>
Science-backed methodology.	<input type="checkbox"/>
Transparency about the solution, no hidden surprises.	<input type="checkbox"/>
Guarantee for safety and inclusion of all participants.	<input type="checkbox"/>
Can prove how event objectives are going to be met and is willing to measure efficiency..	<input type="checkbox"/>
Can customise learning to meet your specific needs.	<input type="checkbox"/>
All participants are going to be actively engaged.	<input type="checkbox"/>
Support with logistics	<input type="checkbox"/>
Support with event communication and marketing ( teasers, invitations).	<input type="checkbox"/>
Strategic consulting about the events agenda and flow.	<input type="checkbox"/>
Support with event theming.	<input type="checkbox"/>
Competitive cost per participant.	<input type="checkbox"/>
Capability to follow-up with participants (online or in person).	<input type="checkbox"/>
Proven track record and references.	<input type="checkbox"/>
Has repeated customers.	<input type="checkbox"/>
Meeting deadlines constantly from the beginning.	<input type="checkbox"/>
Accessibility and availability.	<input type="checkbox"/>
Has emergency and contingency plan.	<input type="checkbox"/>
Has adequate equipment and technology.	<input type="checkbox"/>
On-site staffing.	<input type="checkbox"/>
Legal compliance.	<input type="checkbox"/>



# Three options for your next event

Different clients have different needs. In our experience, we have seen that there are three types of customers. The first group is those looking only for a highly engaging experience for their next event. The second group wants to go deeper and create specific commitment. The third group is interested in supporting the organization of the complete event and extended follow-up options.

This is why we usually quote three options, as shown. Please remember that the items can be reconfigured to meet your specific needs. To receive your free quote, please get in touch with us.

\*The price quoted is just an estimate based on 50 person group. It is in US dollars, without applicable taxes, and is valid only for the US and Canada. For other regions, please contact us.

	Classic	Plus	Premium
	<i>Our most accessible option</i>	<i>Measurement and commitment</i>	<i>Full-service event organisation and follow-up</i>
Award-winning business simulation	✓	✓	✓
Duration	3-4 hours	8 hours	8 hours
Learning level	Awareness	Commitment and change	Sustain
Adjustments of content	Basic	Advanced	Advanced
Agenda and goals consultation	✓	✓	✓
Pre-work		✓	✓
Evaluation tools (Silega ACE™, Silega Team Compass™, etc).		✓	✓
Output of commitments and next steps.		✓	✓
Downloadable frameworks and tools		✓	✓
Support with marketing (invitations, teasers).		✓	✓
Theming suggestion - rooms decoration, wearables (cost of materials not included).			✓
Extra support staff.			✓
ROI report.			✓
Follow-up and group coaching.			✓
Comprehensive event organisation (venue cost not included).			✓
A/V equipment.			✓
Starting from*	<b>\$149</b>	<b>\$219</b>	<b>\$299</b>

# Notes:



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