Course : Gamification: engaging learners in a training program

Practical course - 2d - 14h00 - Ref. GMF
Price : 1310 € E.T.

★★★★⯪   4,7 / 5

Ce cours vous permettra d'identifier et de mobiliser différents leviers de motivations proposés par la gamification pour mieux engager les apprenants dans vos parcours de formations en présentiel, en ligne ou hybride. A la fin de la formation, vous serez en capacité de créer un parcours apprenant gamifié complet.

Teaching objectives

At the end of the training, the participant will be able to:

- ✔ Understand the drivers of engagement and loyalty associated with gamification
- ✔ Applying gamification to the learning experience
- ✔ Use individual and collective ideation tools
- ✔ Use gamification mechanisms in your projects
- ✔ Creating a complete gamified learning experience

Intended audience

Educational engineers, instructional designers, trainers, learning designers, training consultants, training managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Case study in sub-groups, creativity lab on the theme of gamification using various tools (Gamifi'cartes, canevas, Mural, etc.).

Teaching methods

Active, experiential teaching. Exercises make the knowledge and skills acquired directly operational.

PARTICIPANTS

Educational engineers, instructional designers, trainers, learning designers, training consultants, training managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Course schedule

1 Discover gamification

- Introduction to gamification: definition, history.
- Difference between gamification and other practices: serious games, marketing, UX design...
- The rise and ubiquity of gamification today.

Hands-on work
Presentation of the concepts, levers and psychological processes associated with gamification and its use. Sub-group case study of a gamified digital project

2 Gamify training path projects

- Presentation of successful gamified training projects.
- Identify the motivational drivers of different learner paths.
- Creation of a commitment loop and a progression system.
- Creation of gamification processes linked to the success of courses.
- The main limitations of gamification.

Storyboarding workshops
Presentations of successful gamified learner projects. Identification of motivational levers and best practices in sub-groups. Debriefing and collective analysis.

3 Gamify the user experience

- Get to grips with the Fidbak method and creativity tools such as Gamifi'cartes, Person'cartes and various canevas.
- Understand the challenges of gamification in a training course project.
- Define personas and their engagement levers.
- Devising an engagement dynamic adapted to each persona.
- Build an adapted reward system.
- Prototype your project with an experience map.
- Present the project to the group.

Exercise
Creativity laboratory on the theme of gamification, using a variety of tools (Gamifi'cartes, canvas, post-it notes, etc.), either in-class or remotely via Mural.

Dates and locations

REMOTE CLASS
2026 : 30 Mar., 21 May, 8 Oct., 17 Dec.

PARIS LA DÉFENSE
2026 : 30 Mar., 21 May, 8 Oct., 17 Dec.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.