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COURSE BROCHURE

Serious Games and Gamification for Corporate Trainers Course

23 – 27 August 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Serious Games and Gamification for Corporate Trainers Course

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Serious Games and Gamification for Corporate Trainers is a 1-week training course for L&D specialists, instructional designers and trainers who want game mechanics and serious games to drive real practice rather than decoration, and who leave with a playtested serious game prototype pack for one of their own courses. Learners raised on apps and games now expect feedback, progress and challenge from workplace training too. Jupiter Prime Training runs this course on serious games and gamification.

Why Serious Games and Gamification Matter Now

Three pressures push serious games and gamification onto the trainer's agenda: younger workforces used to instant feedback and visible progress, mandatory topics that learners rush through without engaging, and platforms that now offer badges and leaderboards out of the box. Used well, game mechanics raise practice, persistence and recall; used badly, points and badges reward clicking rather than skill and quickly lose their pull. The course anchors every mechanic to a training objective through the ADDIE instructional design model Analyse, Design, Develop, Implement, Evaluate and measures effects with levels 1 to 3 of the Kirkpatrick evaluation model.

Who Gains Most from Serious Games and Gamification

- Designers who choose which mechanics support which training objectives
- Trainers who run classroom games, quests and team competitions
- Specialists who configure badges, levels and leaderboards on training platforms
- Onboarding and compliance owners who need repeat engagement with dry content
- Sales and service enablement leads who use challenges to sustain practice

A training team that sends a designer, a trainer and a platform specialist together gains most, because gamified designs fail when mechanics, game facilitation and platform settings are planned separately.

Serious Games and Gamification Capabilities

Participants treat game mechanics as tools with costs and side effects, and build serious games that teach a defined skill.

- Assess player motivation types in a trainee group — mechanic selection
- Design point, level and quest systems tied to objectives — designers and sponsors
- Build narrative and feedback loops that sustain practice — trainee persistence
- Specify a serious game or simulation for one skill — trainers and developers
- Weigh competition against cooperation for different cultures — group climate
- Calculate engagement and skill measures across Kirkpatrick levels — course owners

Key Serious Games and Gamification Terms

- Gamification — applying game elements such as points, levels and quests to non-game activities to increase engagement and practice.
- Game mechanics — the rules and systems, such as scoring, progression and rewards, that shape player behaviour.
- Serious game — a game designed mainly to teach or train rather than to entertain.
- Feedback loop — a cycle where a player acts, receives immediate information on the result and adjusts the next move.
- Player types — groupings of motivations, such as achievement, exploration or social connection, that guide mechanic choice.
- Leaderboard — a ranked display of player scores used to drive competition, with risks for lower-ranked players.

Serious Games and Gamification Day by Day

Day 1: Motivation and the Case for Play

- Intrinsic and Extrinsic Motivation — What Rewards Can and Cannot Do
- Player Type Profiles — Matching Mechanics to Trainee Motivations
- Gamification Versus Serious Games — Choosing the Right Approach
- ADDIE Analysis for Game Design — Objectives Before Mechanics
- Engagement Problem Statement — Where Trainees Drop Off Today

Day 2: Core Game Mechanics

- Points and Scoring Rules — Rewarding Skill Behaviours, Not Clicks
- Levels and Progression Paths — Pacing Difficulty Across a Course
- Challenges and Quests — Structuring Practice Around Goals
- Badges and Achievements — Recognising Milestones Meaningfully
- Leaderboards and Teams — Balancing Competition and Cooperation

Day 3: Narrative, Feedback and Serious Game Building

- Narrative Frames — Stories and Roles that Carry Content
- Immediate Feedback Loops — Corrective Signals After Each Move
- Serious Game Design Canvas — Goals, Rules, Feedback and Debrief
- Classroom Game Formats — Card, Board and Escape-Room Exercises
- Sector Examples — Serious Games in Hospitality and Pharmaceuticals

Day 4: Platforms, Ethics and Measurement

- Platform Gamification Features — Configuration and Limits
- Ethical Risks — Over-Competition, Fairness and Score Visibility
- Cultural Fit Check — Adapting Mechanics to Organisational Norms
- Engagement Metrics — Participation, Repeat Visits and Completion
- Kirkpatrick Levels 1 to 3 — Linking Play to Skill and Behaviour

Day 5: Practising the Serious Game Prototype Pack

- Playtest Protocol — Observers, Rule Fixes and Balance Checks
- Applying Player Type Profiles — Selecting Mechanics for a Real Course
- Applying Core Mechanics — Drafting Points, Levels and Quests
- Applying Serious Game Canvas — Peer Playtest of a Prototype
- Serious Game Prototype Pack — Rules, Mechanics, Narrative and Measures

Applying Serious Games and Gamification After the Course

- Playtest the prototype classroom game with a small group and refine its rules, scoring and debrief questions.
- Add one quest-and-feedback loop to an existing module and compare completion and quiz results with the previous cohort.

Serious Games and Gamification Questions FAQ

What are serious games and gamification and why do they matter now?

Serious games and gamification apply game mechanics such as points, levels, quests and narrative to training activities. They matter now because trainees expect feedback and progress, and well-designed mechanics raise practice and persistence.

Which roles gain most from serious games and gamification training?

L&D specialists, instructional designers, trainers and platform specialists gain most. Each controls part of how mechanics are chosen, run or configured, and all three must align for results.

How do serious games and gamification differ from a creative training techniques course?

Serious games and gamification build systems of points, levels, quests and complete teaching games across a course. A creative training techniques course covers a broad repertoire of classroom activities such as openers, stories and role-play.

What do you bring back from serious games and gamification training?

You bring back a serious game prototype pack for one course, linking objectives to chosen mechanics, narrative, feedback loops, playtest notes and engagement and skill measures.

Serious Games and Gamification: The Way Forward

The serious game prototype pack first informs the decision on which course will pilot game mechanics and which mechanics it will use. Designers, trainers and platform specialists use it to build, configure and run the gamified version. After the first cohort, revisit whether points and leaderboards motivated the intended behaviours and retire mechanics that rewarded activity without skill gains.