

PROGRAM BUSINESS PLAY 2012

08:45h **REGISTRATION** at Fleischmarkthalle, Karlsruhe

09:30h **INTRO:** Welcome to Business Play 2012 -
Moderator: **Gunnar Lott**, flaregames GmbH

09:45h **SESSION I**
Expert I: Prof. Dr. Dan Hunter
Gamification & Strategic Planning
Expert II: Marigo Raftopoulos
Gamification & Enterprise Engagement
Expert III: Dr. Mario Herger
Gamification & Business Applications

10:45h Break

11:00h **SESSION II**
Expert IV: Lars Janssen
Gamification & Virtual Economy
Expert V: Sebastian Deterding
Gamification & User Experience

11:40h Networking & Lunch Buffet at Aurum Weinbar

13:00h **PARALLEL WORKSHOPS**
Workshop I: Prof. Dr. Dan Hunter
Gamification & Strategic Planning
Workshop II: Marigo Raftopoulos
Gamification & Enterprise Engagement
Workshop III: Dr. Mario Herger
Gamification & Business Applications
Workshop IV: Lars Janssen
Gamification & Virtual Economy
Workshop V: Sebastian Deterding
Gamification & User Experience

15:30h Break

15:45h **WORKSHOPS (CONT.)**

16:30h **PLENUM WITH GROUP PRESENTATIONS**

17:15h **KEYNOTE ADDRESS: Dominik Stampfl**, Audi AG

17:35h **OUTRO:** Wrap Up

17:45h Reception Buffet at Aurum Weinbar

19:00h End of Business Play 2012

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