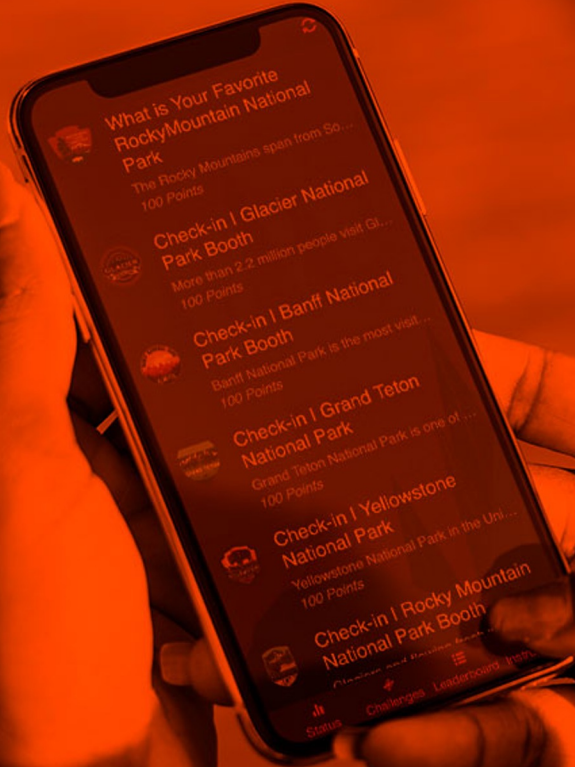


Supercharge Your Sales Kickoff



Supercharge Your Sales Kickoff!

Our APG game creates more engagement and networking, which boosts learning retention, that increases sales and your Sales Kickoff ROI

Step 1 More Engagement



Digitally-minded sales people have fun and win prizes while interacting with your sales training, support teams, and each other, in a more two-way form of communication.

Step 2 More Team Building



Your attending sales people are more motivated to seek out and talk with their sales peers, plus their colleagues from marketing, IT, HR, and more, increasing camaraderie and bonding while reducing turnover.

Step 3 More Learning Retention



Engaged sales people performing APG game challenges retain more key sales training about new products, sales methods, competitive advantages, marketing support, and more.

Step 4 Increased Sales



Your more-motivated and better-trained sales people will have greater knowledge and skills to close more sales.

Step 5 Greater Sales Kickoff ROI

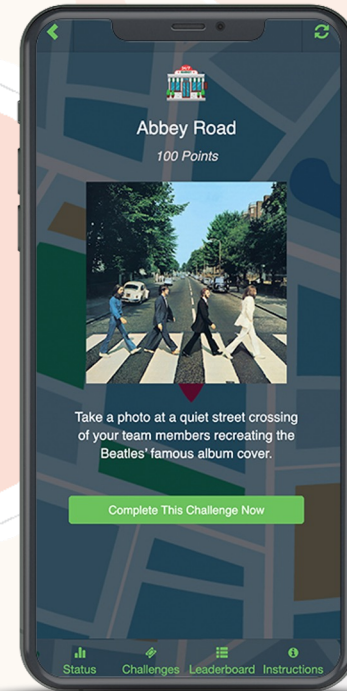


You have a more successful event that drives greater sales for less than 1% of the travel and event costs of your entire Sales Kickoff or National Sales Meeting.

Why Event Gamification?

More than fun and games! Event gamification helps you deliver business results!

- **Influence Behavior:** Games use rewards and recognition to influence behavior, such as driving people to the show floor or encouraging sales reps to participate in role-play exercises.
- **Reinforce Key Messages:** Creating content-based challenges that align with your marketing objectives or learning objectives creates another touchpoint with your content.
- **Increase Engagement:** Align rewards and recognition with different attendee types to encourage participation.
- **Collect Rich Data:** Content-based games give you the data to identify if a customer is a cross-sell candidate, or help you identify new product features.





What is SocialPoint?

The SocialPoint Attendee Participation Game is a high-powered scavenger hunt software.



Player App

This is the player's main interface into the game. The player app is web based and integrates into event apps and virtual platforms.

Challenges and Activities

Align challenges and activities to the content and behaviors that you would like reinforce. Then, the game can help you deliver on your business results AND create a fun experience.

Leaderboards

Recognize the best players in your event with our individual, team and daily leaderboards.

Drawings & Instant Rewards

Use drawings, prize wheels and instant rewards to keep players who can't win on the leaderboard engaged in the game.

Results Screens

Results screens are visual leaderboards, photo collages, word clouds, poll results and caption this photo screens that create feedback loops from the content collected in the game.



Why SocialPoint?

SocialPoint helps you maximize your investment and achieve the best results.

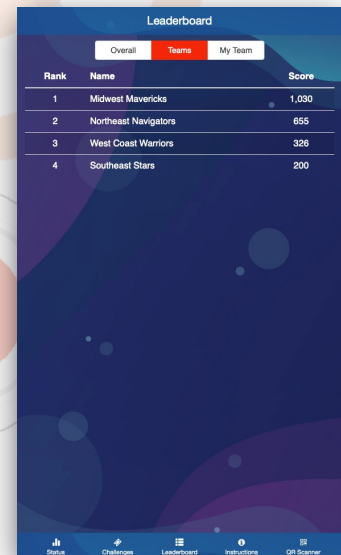
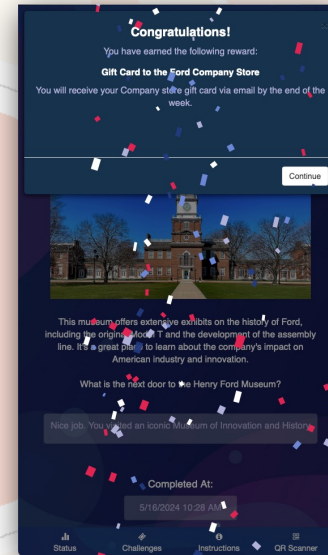
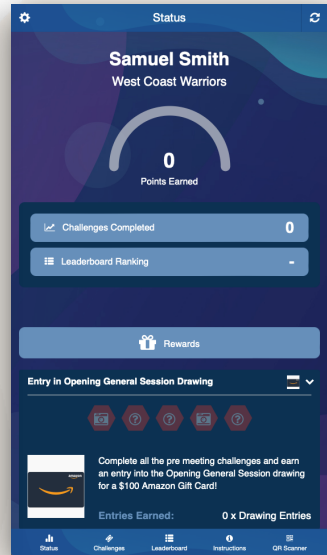
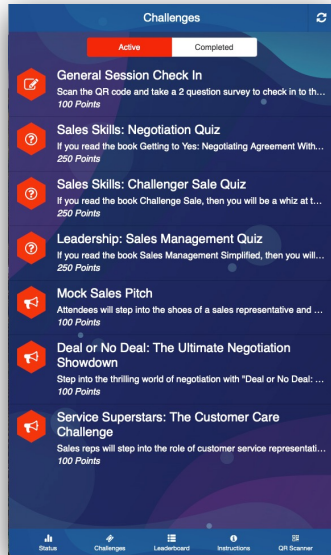


- **Content Challenges:** Our challenges connect attendees to content rather than encouraging event app usage and adoption.
- **Play Anywhere:** Our game can be integrated into any event app, virtual event platform, played in a web browser or through scanning QR codes
- **All Players Can Win:** We offer several ways to create rewards that appeal to casual game players as well as the most committed players.
- **Engagement Across Multiple Days:** Adding new challenges every day and leveraging a variety of rewards entice more players to stay engaged and continue playing every day.

Mobile Player Experience

Event App Users
Game may be embedded inside
event app with auto-login

Designed for mobile, your players can join the game via **web link or QR Code**.



List of Challenges
See the activities that
you need to complete

Challenge Detail
Follow instructions
to complete activity

Track Progress
See how you are
progressing toward
your goals

Earn Rewards
Confetti reigns down
when you achieve
your goal.

More Engagement
Team leaderboards with
natural rivalries increase
competition and
engagement

The collage consists of several overlapping screenshots from the Trivia Live application. The central focus is the 'LEADERBOARD' screen, which appears in multiple instances with different themes and colors. The leaderboard typically lists the top 10 players with their names and scores. For example, in one instance, the top players are Jim Maxwell (575), Christian Doppler (570), Marie Curie (565), Mike Faraday (560), and Max Planck (555). Other screens show trivia questions, such as 'The heart has four chambers.' and 'How much of the world's oxygen is supplied by the Amazon rainforest?'. There are also screens with a 'PLAY LIVE TRIVIA' button and a 'TRIVIA CHALLENGE' banner. The overall aesthetic is colorful and engaging, with various background graphics like sports equipment, nature scenes, and abstract patterns.



Create a Game that Focuses on Sales Rep Performance

SocialPoint Audience Engagement Games help you build a game that improves performance outcomes instead of event app familiarization.

Improve sales skills

- Participate in role play exercises
- Complete quizzes on sales skills
- Watch short videos
- Download sales tools

Develop product knowledge

- Get hands on with products
- Watch key feature videos
- Download product highlight sheets
- Take pictures of key features
- Knowledge check quizzes

Improve team building

- Share photos in company swag
- Team and networking photo gallery
- Group scavenger hunt
- Team vs. team leaderboard



Activities that Improve Sales Performance



Align game activities to real-life

Role-playing games are the most effective way to simulate real-life sales situations that your sales reps will experience daily.

Players earn points for performance

Translate your facilitator's scoring rubric into game points. Upload the points for all players once the exercise is complete.

Teammates support each other

In our experience, team members will support each other in these exercises because it helps their team perform better.



Motivate Sales Reps To Attend And Learn In Your Training Sessions



Help sales reps stay focused

Sales Reps answer multiple trivia questions after a session to verify and reinforce the key sales training they just received.

Two-way conversation

Audience Response activities help your speakers create a two-way conversation between your sales leaders and sales reps.

Know what the room thinks

Showing audience response results on the big screen will give reps instant feedback on what the room thinks.



Reward Sales Reps for Their Participation Beyond Their Phone



Reward players for all engagement

Players can earn points for completing activities outside of SocialPoint as well. Your event staff assigns these points. You can also upload these points via an Excel spreadsheet during your event.

Align points to learning objectives

Stay focused on activities that reinforce the learning objectives for your sales kickoff and the behaviors you expect sales reps to demonstrate in the field.



Improve Team Building Within and Across Teams.



Meet new people

Reward sales reps for meeting new people on their team or on another team.

Strengthen relationships

Encourage teams to go out together and participate in group activities like a scavenger hunt to strengthen relationships with each other.

Meet collaborators

Visit the Resource fair and meeting collaborators in Finance, IT, Sales Operations, Benefits and service to help strengthen relationships.



Build a Game Within A Game



Create mini games with winners inside your large game

Keep players engaged by creating mini-games with their winners inside your larger team game. These smaller games help players refocus and re-engage.

Team building games

Team building scavenger hunts to find objects or complete an Amazing Race-style journey create friendship and fun.

Search for hidden objects

Some SKOs hide objects throughout a venue for players to find. With SocialPoint, the first 20 players to complete the journey can win a prize.



Support Multiple Sales Teams Within a Single SKO



Create sub games

Create sub games around the content, learning objectives and preferred behaviors for each sales team. Use leaderboards and rewards to identify the best players and teams.

Play together and win together

The entire sales organization can still play together as individuals and teams in one overall game.

Overlapping content

Decide where game content applies to all sales teams vs a specific team.



Leaderboards Recognize Players

Team leaderboards

Perfect for SKOs, team leaderboards create competitive rivalries with other teams. Natural teams will work together to beat their colleagues and win prizes!

Individual leaderboards

Sales Reps playing the game are motivated to get on or to remain on the list of highest-scoring players, as shown on a big screen with graphics matching your event brand.

My Team Leaderboard

Some teams like to find colleagues at the bottom of the team leaderboard and encourage them to play. Or they will help them complete their activities to improve the team score.





Give Everyone a Chance to Win

Drawings, Name Picker and Instant Win allow you to be creative with rewards.

Raffle Wheel and Name Picker

The Raffle Wheel and Name Picker rewards give sales leaders flexibility in rewarding players for participation. Players can earn one or more entries into raffle drawings by completing challenges or earning points.

Instant winner prizes

Some organizations give prizes to everyone who completes a task. With Socialpoint, you can reward winners for completing challenges or earning X points.

First to finish

At the same time, other sales organizations want to provide prizes for the first X players to finish a series of challenges. SocialPoint allows you to set up your rewards to accommodate both options.



How Do We Put A Game Together





We Make It Easy To Design & Implement Your Sales Kickoff Game



Customization

Our Digital Trade Show Passport game can be white labeled, visually customized to your company brand or your Sales Kickoff theme.

Easy Admin

Our game platform is intuitive and streamlined to make it easy for you to customize the game visuals and settings.

Integration

Our APG game integrates with Cvent and other popular event apps for a seamless experience.

Expert Support

Our experienced Customer Service team can advise you how to design your Audience Participation Game to get more sales people to play and play longer – and thus achieve your Sales Kickoff goals.



Define the Player's Journey

The player's journey outlines how players will experience your game.



In self-guided scavenger hunts players complete the journey on their own time.

Introduce players to the game

- How do you plan to introduce and market the game?
- How (and where) will players access the game to get started?

Players complete challenges

- What behaviors or learning objectives do you want to incentivize?
- What activities will help you achieve that goal?

Winning the game

- Define how players "win" the game.
- Will there be a single reward or multiple rewards?
- What are the prizes?
- How will you distribute prizes?

Concluding the game

- How will you end the game?
- How will winners be announced?



Four Key Elements of Your Game

Gaining Advantage Challenge
Complete challenges, earn points, win prizes!

First Name

Last Name

Email Address

Mobile Phone Number

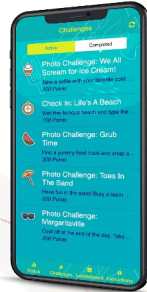
Team
Quota Chatters

Registration

How will players access the game?

Options include:

- Register when they join?
- Pre-registration?
- Auto-Login?



Challenges & Activities

Upload content into our Google Doc template. SocialPoint will load the data.



Graphics

Use our graphics guide with instructions and art templates to make the job easy.



Winning

You need to define winning and how people win your game.

- Leaderboard
- Team score
- Instant Reward
- Drawing Entries
- Prize Wheel Spins



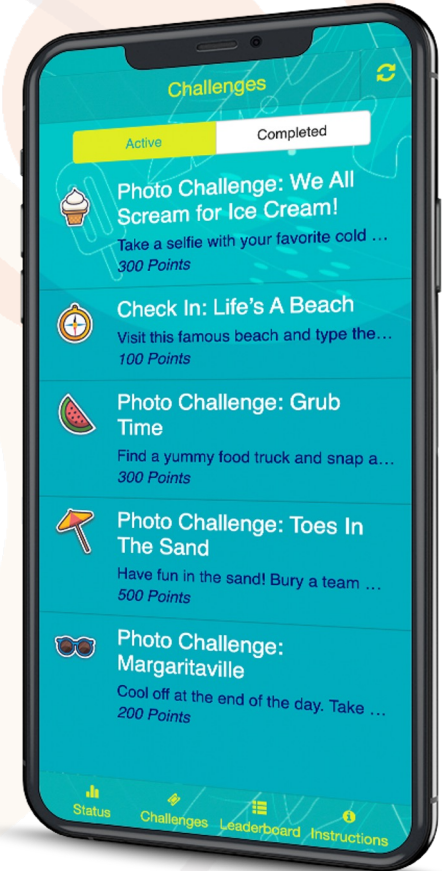
Challenge Types

Players join the game and complete challenges via a web link.

- **QR Code Checkin**
- **Live trivia**
- **Quizzes**
- **Post a Photo**
- **Download Document**
- **Clue**
- **Staff Scored Challenges**
- **Checkin Code**
- **Answer Trivia question**
- **Watch a video**
- **Survey**
- **Poll**
- **Word Cloud**
- **Caption this photo**

Bonus: Use the SocialPoint API (or Zapier App) to pass points from another game or activity into SocialPoint.

Need more? [Click for more info](#)





Results Screens

Pull together photos, captions, polls and word clouds into fun, branded results screens.



Results Screens

- Apply your graphics and branding themes
- Present data collected during your game
- Create one screen per unique question

Where to use

- Walk-in and Walk-out of your sessions
- Display on Monitors around the venue
- Embed in Virtual Platform or website



How Do Players Win?

Using multiple strategies motivates players to continue playing.

Leaderboards

- Choose from team, individual or daily leaderboards.
- Use visual leaderboards on screens or keep leaderboards in the player app.

Instant Win Rewards

- Give players rewards for completing challenges:
 - Specific challenges (1 or more)
 - Any number of challenges (e.g. any 5 challenges)
 - Once they achieve X points in the game

Prize Drawing

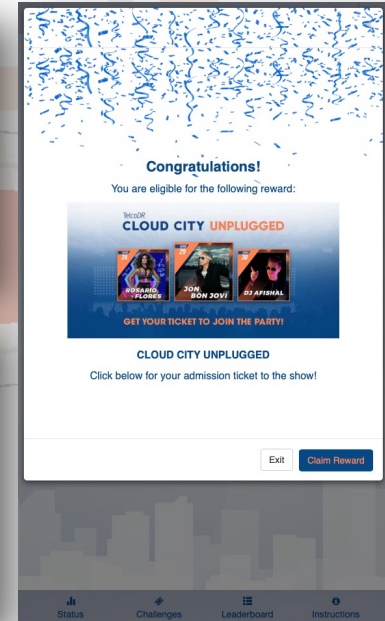
- Get a drawing entry after earning X points.
- Progress bar helps keep players motivated.
- Names can be downloaded or pushed to a raffle wheel to pick the winner.

Virtual Prize Wheel

- Players earn prize wheel spins for earning X points.
- Progress bar keeps players motivated.



RANK	NAME	SCORE
1	Jim Maxwell	575
2	Christian Doppler	570
3	Marie Curie	565
4	Mike Faraday	560
5	Max Planck	555





Project Steps & Timeline



Task	Date	Responsible
Kick-off Meeting - Introduce the team and get ready		SocialPoint
Brainstorming Meeting - Explore challenges suitable for the event goals and objectives		SocialPoint
Decide on Game Content		Customer
Submit Content: - Challenges - Activities (Trivia questions, etc.) - Prizes - Graphics		Customer
Game Setup		SocialPoint
Dry Run Prep Meeting: - Train customer on game - Show how to make changes		SocialPoint
Dry Run: - Play a mock game - Quality check content		Customer
Make Final Adjustments		Customer
Launch Prep Meeting - Delete data - Answer any outstanding questions		SocialPoint
Launch		Customer
Event Dates		Customer
Post-game Review		SocialPoint



SocialPoint Game Process



Kick-off

- Plan your game
- Get familiar with SocialPoint
- Brainstorm challenges/activities
- Establish a project timeline

Set Up

- Create graphics
- Create challenges
- Identify rewards

Dry Run

- Play the game
- Adjust the game
- Clear out the test data

Launch!

- Introduce the game to players
- Activate challenges

Wrap-up

- Declare a winner
- Show photo collages, results screens and Leaderboards.



Customer Support

Our goal is to have you ready for success by your event.
Here's how we will help:

Planning & Launch Meetings

Schedule time with an Onboarding Specialist to organize your Kick-off, Brainstorming, and Launch meetings.

Live Chat

We provide live chat support between 9 AM and 6 PM EST. Ask your questions and get answers from our team.

How-to-Guides

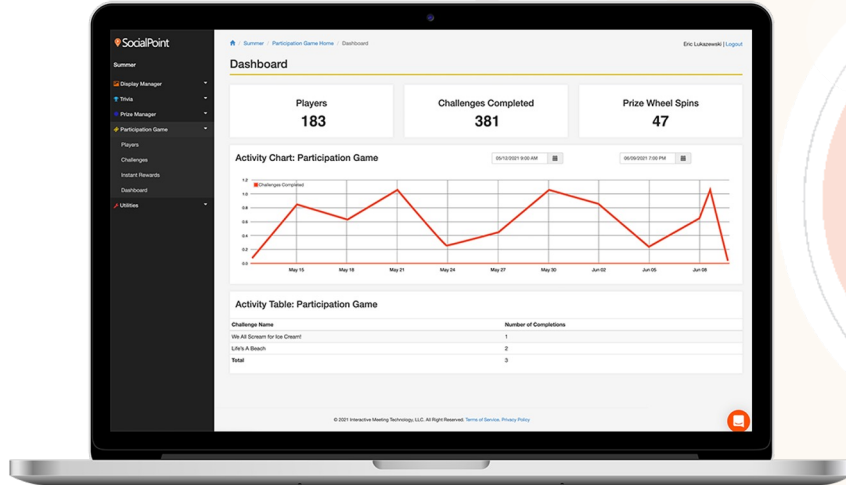
Review our how-to-guides and pre-recorded videos to set up your game and get ready to be a fantastic host!





Reporting and Analytics

Start with a dashboard and drill down into the details of a specific question. SocialPoint has the data and analytics to keep your stake holders happy during and after your event.



Contact Data

- Lead Capture
- Surveys
- GDPR
- Notes
- Rating

Game Data

- Game Performance
- Player Performance
- Question Performance
- Achievements
- Prizes won

Activity Data

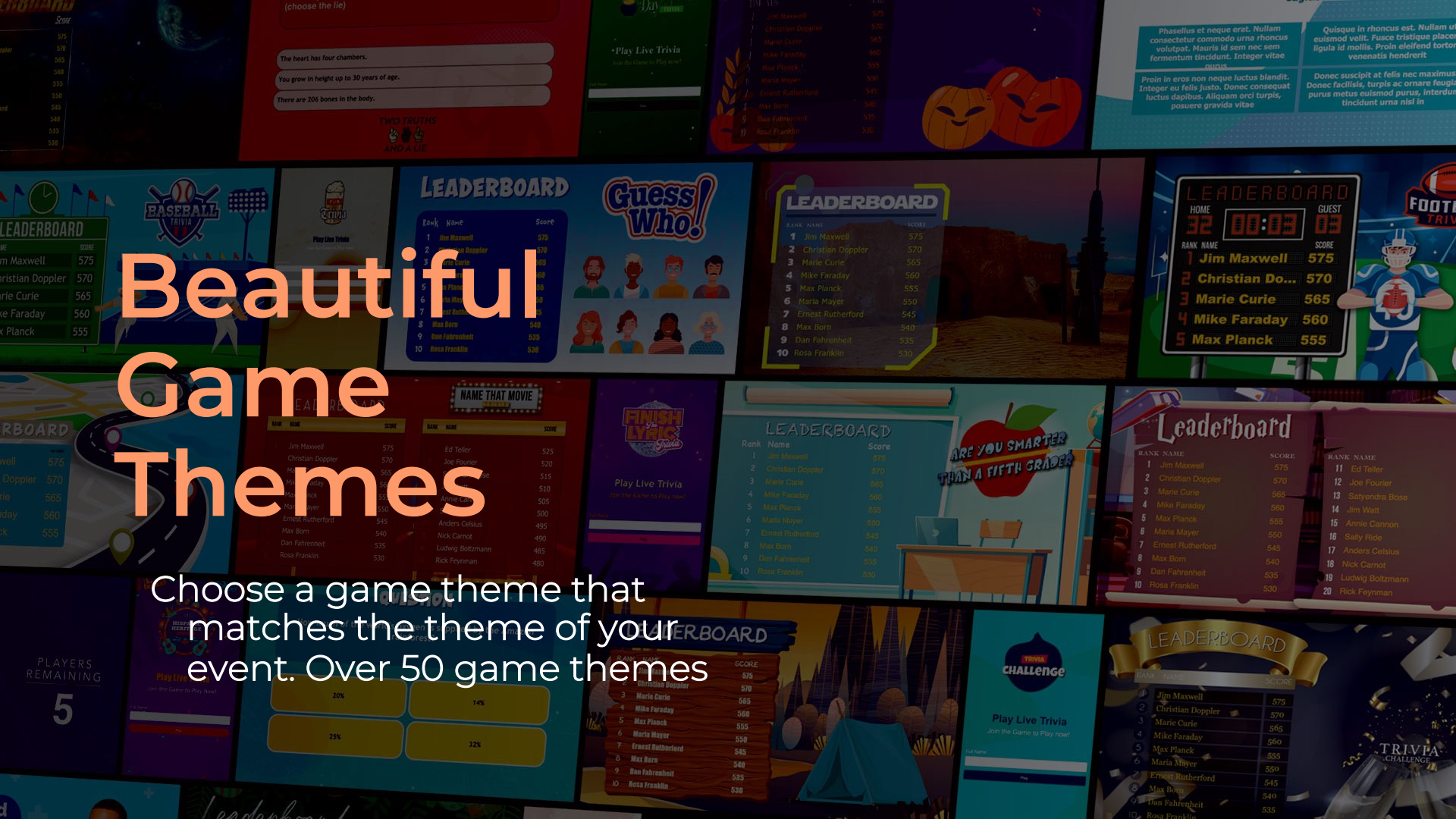
- Live Poll Responses
- Survey Responses
- Word Cloud Responses
- Idea Voting Responses

Booth Analytics

- Leads Captured
- Booth Traffic
- Day over day comparison
- Event over Event comparison

Beautiful Game Themes

Choose a game theme that
matches the theme of your
event. Over 50 game themes



Create Your Own Theme

Create a rich branding experience for your virtual trivia game with your graphics and logos. Use one of our pre-defined leaderboard templates for your Top 5, 10, or 20 players, or create your own.



Breaking Records
CHALLENGE BAR

Play to win!
How well do you know your record breaking facts?

1	Jim Maxwell	575
2	Ernest Rutherford	545
3	Marie Curie	540
4	Mike Faraday	525
5	Max Planck	515
6	Maria Mayer	480
7	Joe Fourier	460
8	Ernest Rutherford	455
9	Max Born	445
10	Simeon Poisson	425



Challenge bar
BT

LEADERBOARD

1	Jim Maxwell	575
2	Christian Doppler	570
3	Marie Curie	565
4	Mike Faraday	560
5	Max Planck	555
6	Maria Mayer	550
7	Ernest Rutherford	545
8	Max Born	540
9	Dan Fahrenheit	535
10	Rosa Franklin	530

WIN an Apple Watch



Are You Smarter Than a 5th Grader?
ZONAR FOOTBALL EDITION

1	Jim Maxwell	575
2	Christian Doppler	570
3	Marie Curie	565
4	Mike Faraday	560
5	Max Planck	555
6	Maria Mayer	550
7	Ernest Rutherford	545
8	Max Born	540
9	Dan Fahrenheit	535
10	Rosa Franklin	530

Test your transportation & football knowledge for a chance to win (2) Dick's Sporting Goods eGift Cards!

1st Place:
(2) Dick's Sporting Goods eGift Cards!

Most Played:
Awesome Zonar swag

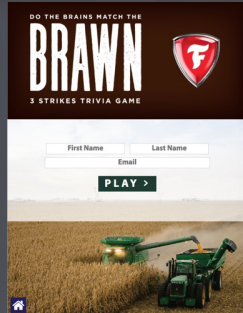
eGift Card



Breaking Records
CHALLENGE BAR

First Name Last Name
Email

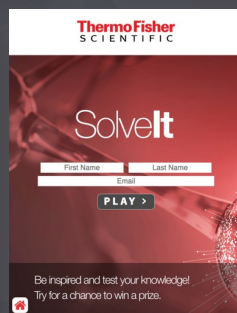
PLAY



BRAWN
3 STRIKES TRIVIA GAME

First Name Last Name
Email

PLAY

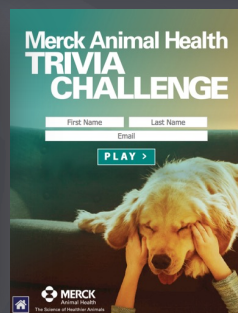


ThermoFisher Scientific
SolvIt

First Name Last Name
Email

PLAY

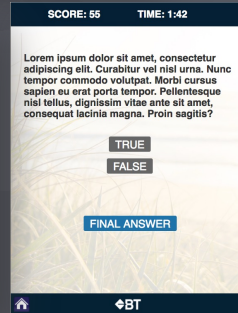
Be inspired and test your knowledge!
Try for a chance to win a prize.



Merck Animal Health TRIVIA CHALLENGE

First Name Last Name
Email

PLAY

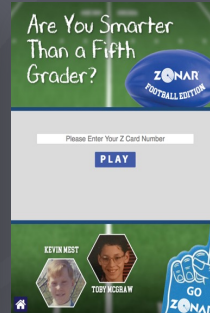


SCORE: 55 TIME: 1:42

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur vel nisi urna. Nunc tempor commodo volutpat. Morbi cursus sapien eu erat porta tempor. Pellentesque nisi tellus, dignissim vitae ante sit amet, consequat lacinia magna. Proin sagittis?

TRUE
FALSE

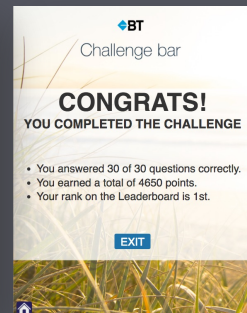
FINAL ANSWER



Are You Smarter Than a Fifth Grader?
ZONAR FOOTBALL EDITION

Please Enter Your Z Card Number

PLAY



BT
Challenge bar

CONGRATS!
YOU COMPLETED THE CHALLENGE

- You answered 30 of 30 questions correctly.
- You earned a total of 4650 points.
- Your rank on the Leaderboard is 1st.

EXIT

Awesome Leaderboards

Create big and bold leaderboards that stand out on big screens. Our templates are designed for monitors and easily scale to large projection screen sizes.



Branding and Themes

Choose a leaderboard template and a theme from our library or create your own. SocialPoint allows you to choose the number of columns and players to display on your leaderboard.

Add Logos and Prizes

Some leaderboard templates have enough space so you can add logos, prizes and call-to-action on your leaderboard.

Tie breakers

Trivia is a game of skill. If there is a tie score on the leaderboard the player who played the least number of games will rank above the other players.

Real Time Updates

Leaderboards are updated in real time. So, you can watch players move and down on the leaderboard.



Fun Raffle Wheels

Create big and bold prize wheels that stand out on big screens. Our templates are designed for mobile devices and easily scale to large projection screen sizes.



Branding and Themes

Choose a prize wheel template from our library or create your own. SocialPoint allows you to configure the background, slices, wheel wrap and the center logo.

Add Prizes

You can upload unlimited prizes to the prize wheel with any inventory quantity. Prizes will be removed from the wheel when the inventory gets to zero.

Inventory Management

Set the inventory quantities for your wheel and the system will keep track of the inventory for you.

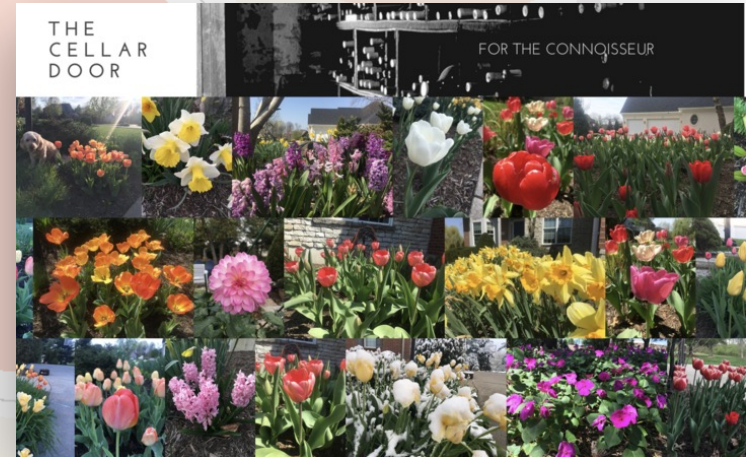
Notifications

Send emails and API notifications to Zapier when prizes are won to help your fulfillment team spring into action.



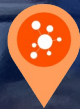
Highlight Sponsors on Scrolling photo Gallery

Incorporate Sponsor logos in banners on the top and bottom of your scrolling photo galleries. These galleries can be displayed on screens and monitors around your venue.



What Customers Say





Customer Quotes



Danielle Yarde



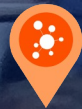
We used Socialpoint to gamify our national sales conference and it was AWESOME! The integration with Cvent made the onboarding process seamless and our attendees couldn't get enough! The challenges allowed us to incentivize content comprehension, strengthen team building AND add value to our sponsorship packages. The best thing about Socialpoint is the customer service. They took what felt like a huge project and made it incredible easy to set up and manage.



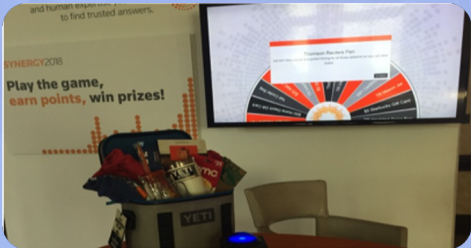
Eric McCahill



We used SocialPoint recently at our Sika National Sales Meeting, to increase engagement at our internal tradeshow and to provide attendees a fun, competitive game that promotes cooperation and team spirit. SocialPoint delivered on all those pieces and our official mobile game, 'Sika GO!' was a smash hit! We got things going even before the meeting took place by sending out a couple pre-event company history quizzes, then a full set of booth-specific quizzes and QR check-ins at the show. The most fun? We hid 30 everyday items throughout the conference areas we occupied, all with bonus QR codes and points attached to them. All was very fun, very competitive, and very easy to manage. Shoutouts to Victor and crew for guiding us early on as we ramped up our Audience Participation Game, and along the way whenever we had a question. A response always came quickly and several virtual meetings were extremely helpful. We'll definitely consider using SocialPoint again, as the best thing about it is its QUICKNESS and ease of use, especially in the moment - changing a quiz question, modifying points, etc. all were fast-fast-fast. Thanks guys! -Eric



Customer Examples



Thomson Reuters

800 game players, earned 1200 prize wheel spins



Thermo Fisher Scientific

Team game play of 40 challenges aligned to sales leaders objectives and sales content



CiscoLive

25 Trivia games with kiosk registration, daily leaderboard and virtual reality game tickets

Who Uses SocialPoint

Join more than 1000 organizations using SocialPoint for their virtual and in-person events.

Companies

Google, Amazon, Cisco,
State Farm, UPS, Pepsico,
Milwaukee Tool, McKinsey,
Royal Bank of Canada,
Abbott, Ernst and Young,
Deloitte, Kohls, Novartis,
Edward Jones, Lenovo, Red
Bull, Thomson Reuters

Agencies

3D Exhibits,
MetroConnections,
George P. Johnson,
Freeman, Sky Rush
Marketing, Livewire
Communications, The CM
Group

Universities and Schools

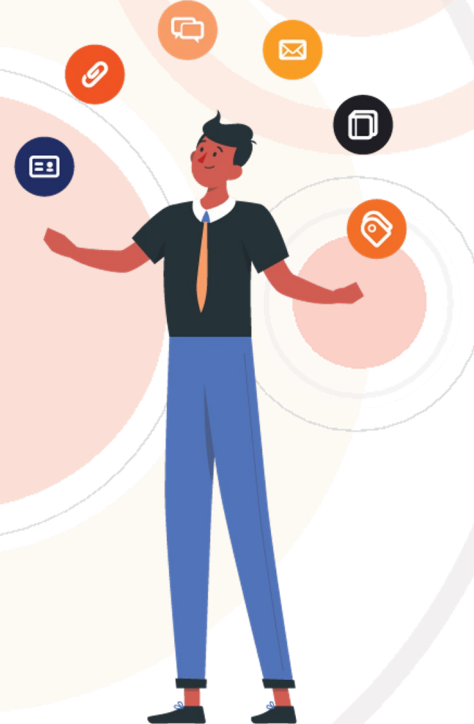
UCSF, Rutgers, Yale, UPenn,
TCU, Michigan State, Colorado
College, Wilson College

Associations

Children's Hospital Association,
NAEP, American Student Dental
Association, MSAE, APHL, Great
Loop Cruisers Association

Non-Profits

Big Brothers Big Sisters, Hope for
Warriors





SocialPoint

Audience Engagement Platform

Visit <https://www.socialpoint.io>

for additional information