

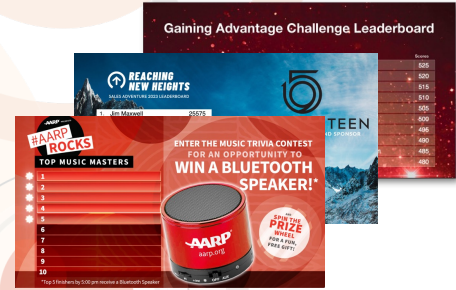
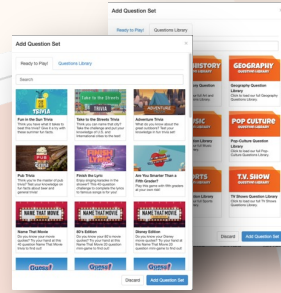
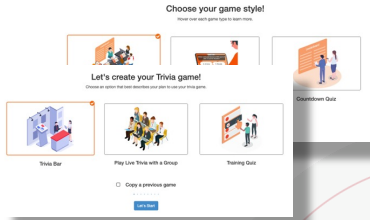


Self-Guided Scavenger Hunt

Gamify new employee onboarding, campus familiarization tours and city tours with SocialPoint



What is Scavenger Hunt Game?



Game Options

Configure your game to create the perfect experience for your game players. Activate / Deactivate game options as needed.

Graphics

Pick one of our existing game themes. Or use the templates and graphics guide to create your own themes. Brand the game screens, raffle wheel, results screens and leaderboards.

Challenges

Be creative and create activities a variety of activities and challenges in your game. From photos, to quizzes to checkins to document downloads to clues. There is so much you can do engage attendees and keep them engaged.

Winning

Multiple rewards keep players motivated and engaged in your game. Combine prize drawings, leaderboards, prize wheels and instant rewards together to keep players engaged throughout your event.

Most Popular Game Types



New Employee Orientation

Create a positive first experience for your employees by helping them complete their tasks and get acclimated to your company.



Campus Tours

Drive people to important locations on your campus with a campus familiarization scavenger hunt for prospective or new students.

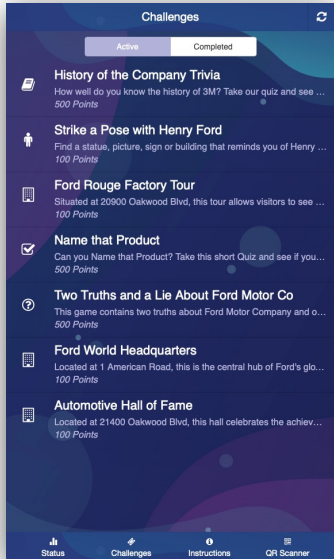


City Tours

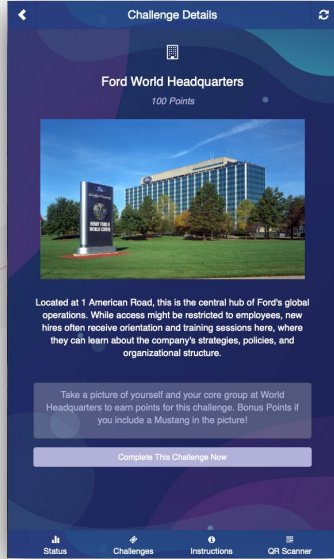
Drive people to popular destinations with a city tour scavenger hunt. Use coupons, call-to-action links and more to increase dwell time and location engagement with sponsors.

Mobile Player Experience

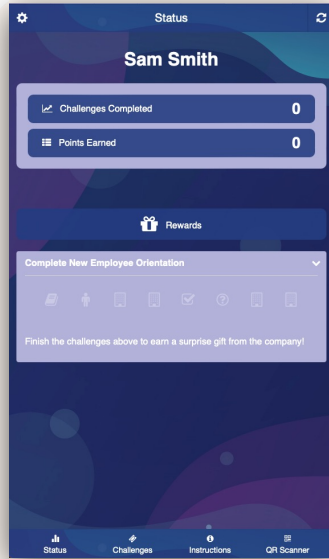
Designed for mobile, your players can join the game via **web link or QR Code**.



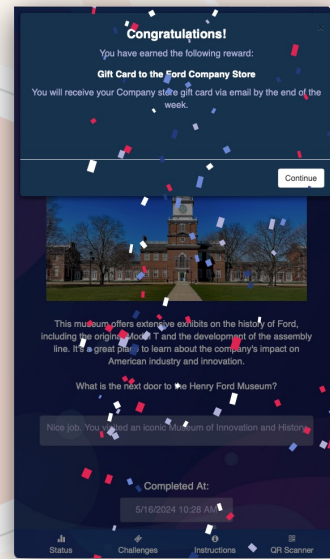
List of Challenges
See the activities that you need to complete



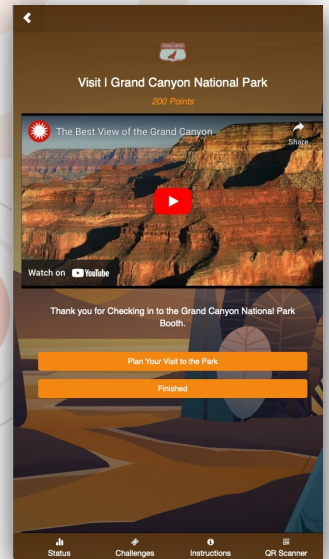
Challenge Detail
Follow instructions to complete activity



Track Progress
See how you are progressing toward your goals



Earn Rewards
Confetti reigns down when you achieve your goal.



More Engagement
Videos and links to other sites increase engagement.



STEPS TO A SUCCESSFUL GAME

Here is our top advice for self-guided tours to make them easy for you to administer and fun for the attendees.





Five Steps to a Successful Self-Guided Game



1. Define your player's journey
2. Use Instant Rewards instead of a leaderboard
3. Enhance the experience with call-to-action links, videos, clues, links to photo gallery and more.
4. Use Notifications to discover when people register and earn rewards.
5. Track data and analytics



1. 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

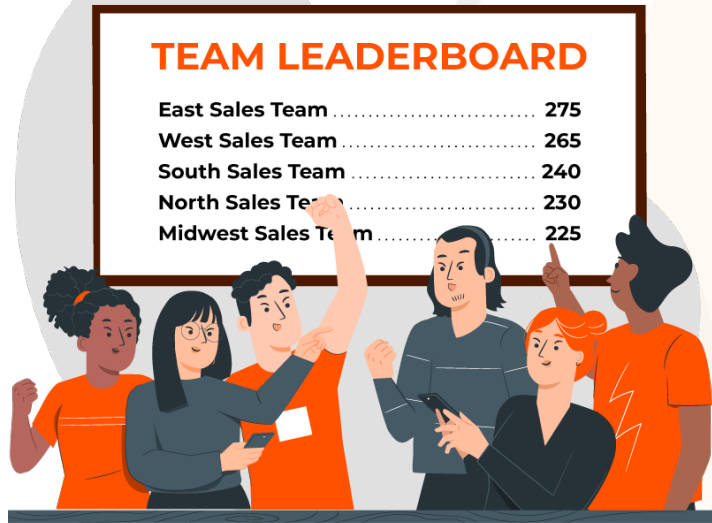
- Define how players "win" the game.
- Will there be a single reward or multiple rewards?
- What are the prizes?
- How will you distribute prizes?

Concluding the game

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



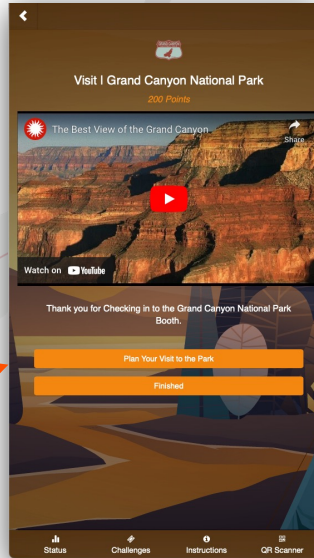
2. Use Instant rewards instead of a leaderboard



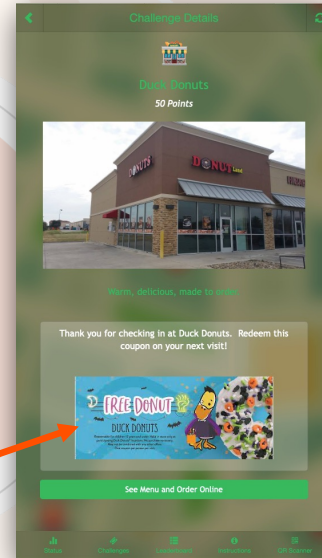
- Leaderboards are excellent for determining a winner in a game with a fixed duration.
- However, Leaderboards are not helpful when:
 - Players completed the game 3 months ago.
 - There are not enough activities to separate the players, leading to a lot of ties.
 - Individuals are competing against themselves.
- In these instances, SocialPoint's instant rewards are a better choice



3. Enhance the Attendee Experience



SHOW CALL TO ACTION BUTTONS, VIDEOS AND CUSTOM MESSAGES TO HELP PLAYERS LEARN MORE



ADD LINKS TO MENUS, TICKET SALES, GUIDES OR COUPONS TO INCREASE DWELL TIME AND ENGAGEMENT WITH A SPONSOR.



4. Receive Notifications of Player Activity

Strategically use notifications to contact leads, send prizes and keep track of your game.

Know immediately when a player joins the game.

- Receive an email when a player joins the game.
- Trigger a webhook when a new player joins the game.

Easily fulfill prizes when a player earns a reward.

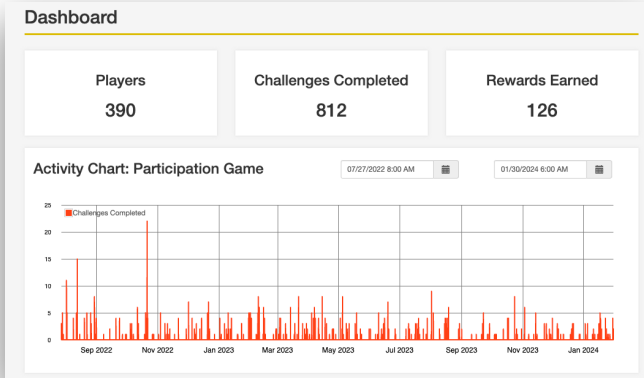
- Send an email to your prize fulfillment team
- Send data to a webhook or Zapier when a player earns a prize.





5. Measure Impact

Tracks leads and activity. Then, report on the data for sponsors.



Dashboard

Track your game activity and performance for your key event stakeholders.

Activity Table: Participation Game

Challenge Name	Number of Completions
Day 1 Sem: What is Your Favorite RockyMountain Na	43
Rock Mountain Trivia	4
Check-in Glacier National Park Booth	10
KC Check-in Banff National Park Booth	11
Check-in Grand Teton National Park	6
Check-in Yellowstone National Park	13
Check-in Rocky Mountain National Park Booth	19
Check-in Mountian Winterwater Booth	6
Check-in Rocky Mountain Outfitters	5
Visit Apostle Islands National Lakeshore South	95
Six shirt challenge	3
Visit Grand Canyon National Park	218
Visit Acadia - National Park Service	134
Visit Arches National Park	103
Outdoor Trivia	75
Video: How Wolves Change Rivers	1
Visit Apostle Islands QR	7
Visit Grand Canyon QR	35
Visit Acadia - National Park QR	15
Visit Arches National Park QR	9
Total	812

Challenge Summary

Keep engagement data for each activity in your sponsor booths. You can track each check-in, download, photo, trivia quiz, etc.

Visit | Grand Canyon National Park

Activities Screens Players

Download Excel Spreadsheet

Player Search: Enter Name, Email, or Phone [Search]

Players: Clear All Players

Actions	Name	Points	Time Completed
[Eye] [X]	Michael Messer	200	7/28/2022 1:45 PM
[Eye] [X]	Norine Grant	200	8/01/2022 3:13 PM
[Eye] [X]	Becca Dickenson	200	8/01/2022 3:43 PM
[Eye] [X]	J S	200	8/02/2022 4:30 AM
[Eye] [X]	Diane Weber	200	8/08/2022 12:35 PM
[Eye] [X]	Andres Floyd	200	8/11/2022 12:41 PM
[Eye] [X]	Zahed Bardal	200	8/11/2022 2:41 PM
[Eye] [X]	Heather Ferras	200	8/12/2022 10:26 AM
[Eye] [X]	Brian Anenotzky	200	8/12/2022 10:26 AM
[Eye] [X]	Rob Rudolph	200	8/12/2022 10:26 AM

Download Leads

Download lead data for each Challenge Activity. Lead data will include any custom form fields beyond name and email.



We Make It Easy To Design & Launch Scavenger Hunt Games



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

Customization

Our trivia games and quizzes can be white labeled, visually customized to your brand or event 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 game integrates with Cvent and other popular event apps for a seamless experience.

Expert Support

Our experienced Customer Success team can advise you how to set up and configure your virtual trivia games to increase engagement and achieve your trivia goals.

[Read more customer stories](#)

Beautiful Game Themes

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



(choose the lie)

The heart has four chambers.

You grow in height up to 30 years of age.

There are 206 bones in the body.

TWO TRUTHS
AND A LIE

Play Live Trivia

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



Phasellus et neque erat. Nullam consectetur commodo urna rhoncus volutpat. Mauris id sem nec sem fermentum tincidunt. Integer vitae quisque.

Proin in eros non neque luctus blandit. Integer eu felis justo. Donec consequat luctus dapibus. Aliquam orci turpis, posuere gravida vitae.

Quisque in rhoncus est. Nullam ut euismod velit. Fusce tristique placerat ligula id mollis. Proin eleifend tortor venenatis hendrerit.

Donec suscipit at felis nec maximus. Donec facilisis, turpis ac ornare feugiat, purus metus euismod purus, interdum tincidunt urna nisl in.

NAME	SCORE
Jim Maxwell	575
Christian Doppler	570
Marie Curie	565
Mike Faraday	560
Max Planck	555



LEADERBOARD

RANK	NAME	SCORE
1	Jim Maxwell	575
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Guess Who!



LEADERBOARD

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LEADERBOARD

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2	Christian Do...	570
3	Marie Curie	565
4	Mike Faraday	560
5	Max Planck	555



LEADERBOARD

NAME	SCORE
Jim Maxwell	575
Christian Doppler	570
Marie Curie	565
Mike Faraday	560
Max Planck	555

NAME THAT MOVIE

NAME	SCORE	NAME	SCORE
Jim Maxwell	575	Ed Teller	525
Christian Doppler	570	Joe Foweraker	520
Marie Curie	565	Marie Curie	515
Mike Faraday	560	Mike Faraday	510
Max Planck	555	Max Planck	505
Marie Mayer	550	Marie Mayer	500
Ernest Rutherford	545	Ernest Rutherford	540
Max Born	540	Nick Carnot	490
Dan Fahrenheit	535	Ludwig Boltzmann	485
Rosa Franklin	530	Rick Feynman	525

FINISH LINE

Play Live Trivia

LEADERBOARD

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

ARE YOU SMARTER THAN A FIFTH GRADER

Leaderboard

RANK	NAME	SCORE	RANK	NAME	SCORE
1	Jim Maxwell	575	11	Ed Teller	525
2	Christian Doppler	570	12	Joe Foweraker	520
3	Marie Curie	565	13	Satyendra Bose	515
4	Mike Faraday	560	14	Jim Watt	510
5	Max Planck	555	15	Annie Cannon	505
6	Marie Mayer	550	16	Sally Ride	500
7	Ernest Rutherford	545	17	Anders Celsius	540
8	Max Born	540	18	Nick Carnot	490
9	Dan Fahrenheit	535	19	Ludwig Boltzmann	485
10	Rosa Franklin	530	20	Rick Feynman	525

PLAYERS REMAINING

5

LEADERBOARD

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

TRIVIA CHALLENGE

Play Live Trivia

LEADERBOARD

RANK	NAME	SCORE
1	Jim Maxwell	575
2	Christian Doppler	570
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5	Max Planck	555
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7	Ernest Rutherford	545
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9	Dan Fahrenheit	535
10	Rosa Franklin	530

TRIVIA CHALLENGE

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

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

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

Challenge bar

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?

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

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

Breaking Records
CHALLENGE BAR

First Name _____ Last Name _____
Email _____

PLAY

DO THE BRAINS MATCH THE **BRAWN**
3 STRIKES TRIVIA GAME

First Name _____ Last Name _____
Email _____

PLAY

ThermoFisher SCIENTIFIC

Solvett

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

BT

Are You Smarter Than a Fifth Grader?

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



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.

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.

Expert Support

You are not alone. Our team of experts will help you design and execute a great game!





How do we put a game together?

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

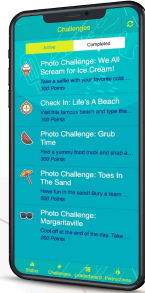
First Name

Last Name

Email Address

Mobile Phone Number

Team
Gotta Crushers



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



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!





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 gallery, results screens and Leaderboards.



Project Steps & Timeline



Task	Date	Responsible
Kick-off Meeting <ul style="list-style-type: none">- Introduce the team and get ready		SocialPoint
Brainstorming Meeting <ul style="list-style-type: none">- Explore challenges suitable for the event goals and objectives		SocialPoint
Decide on Game Content		Customer
Submit Content: <ul style="list-style-type: none">- Challenges- Activities (Trivia questions, etc.)- Prizes- Graphics		Customer
Game Setup		SocialPoint
Dry Run Prep Meeting: <ul style="list-style-type: none">- Train customer on game- Show how to make changes		SocialPoint
Dry Run: <ul style="list-style-type: none">- Play a mock game- Quality check content		Customer
Make Final Adjustments		Customer
Launch Prep Meeting <ul style="list-style-type: none">- Delete data- Answer any outstanding questions		SocialPoint
Launch		Customer
Event Dates		Customer
Post-game Review		SocialPoint

Easy Administration

Easily update and manage your game.



(choose the lie)

The heart has four chambers.

You grow in height up to 30 years of age.

There are 206 bones in the body.

TWO TRUTHS
AND A LIE

Play Live Trivia

Join the Game to Play Now!

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

Play Live Trivia

Phasellus et neque erat. Nullam consectetur commodo urna rhoncus volutpat. Mauris id sem nec sem fermentum tincidunt. Integer vitae quisque.

Quisque in rhoncus est. Nullam ut euismod velit. Fusco tristique placerat ligula id mollis. Proin eleifend tortor venenatis hendrerit.

Proin in eros non neque luctus blandit. Integer eu felis justo. Donec consequat luctus dapibus. Aliquam orci turpis, posuere gravida vitae.

Donec suscipit at felis nec maximus. Donec facilisis, turpis ac ornare feugiat, purus metus euismod purus, interdum tincidunt urna nisl in.

LEADERBOARD

RANK	NAME	SCORE
1	Jim Maxwell	575
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Play Live Trivia

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Guess Who!

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7	Ernest Rutherford	545
8	Max Born	540
9	Dan Fahrenheit	535
10	Rosa Franklin	530

LEADERBOARD

HOME 32 00:03 03

GUEST 03

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

LEADERBOARD

RANK	NAME	SCORE
1	Jim Maxwell	575
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LEADERBOARD

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NAME THAT MOVIE

FINISH LINE

Play Live Trivia

LEADERBOARD

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ARE YOU SMARTER THAN A FIFTH GRADER

Leaderboard

RANK	NAME	SCORE
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8	Max Born	540
9	Dan Fahrenheit	535
10	Rosa Franklin	530
11	Ed Teller	525
12	Joe Foweraker	520
13	Satyendra Bose	515
14	Jim Watt	510
15	Annie Cannon	505
16	Sally Ride	500
17	Anders Celsius	495
18	Nick Carnot	490
19	Ludwig Boltzmann	485
20	Rick Feynman	480

PLAYERS REMAINING

5

QUESTION

...much of the world's oxygen is supplied by the Amazon rainforest?

20% 14%

23% 32%

LEADERBOARD

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1	Jim Maxwell	575
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TRIVIA CHALLENGE

Play Live Trivia

Join the Game to Play Now!

LEADERBOARD

RANK	NAME	SCORE
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9	Dan Fahrenheit	535
10	Rosa Franklin	530

TRIVIA CHALLENGE



Capture and Qualify Leads

Enter To Win

Play to Win

Experience the fun of SocialPoint games and win fun prizes.

First Name

Last Name

Email

Company

Enter To Win

Tell us a bit about yourself

Please provide the following information to play:

You are a:

What is your target booth size (used or serviced)?

Number of shows per year

Next steps with SocialPoint

Work Phone

Leads in Your Pocket

For a chance to win your big prize, players provide their contact data and answer lead qualification questions In kiosks in your booth OR on their phones.

- Lead Capture Forms
- Lead Qualification Surveys
- Terms and Conditions
- GDPR/CCPA Consent



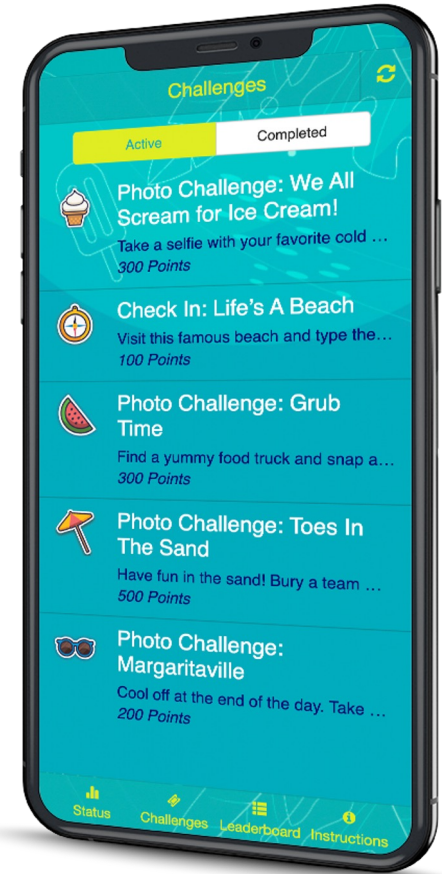
Challenge Types

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](#)





Save Time Managing Trivia Questions

We simplified the process of adding, removing and rearranging your trivia questions, so you can build your trivia games faster than ever. Here are some of our core features.

- Get a head start with 100+ quiz packs
- Rearrange or remove questions
- Add your own trivia questions
- Activate/deactivate categories of questions.
- Include pictures, videos or explanations
- Shuffle questions each game play
- Show / hide the correct answers
- Upload questions in bulk





100+ Quiz Packs

SocialPoint's ready-to-play trivia questions are work appropriate and will save you time and stress. Add the questions to your game and you are ready to play!





Winning

Using multiple strategies motivates players to continue playing.

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.

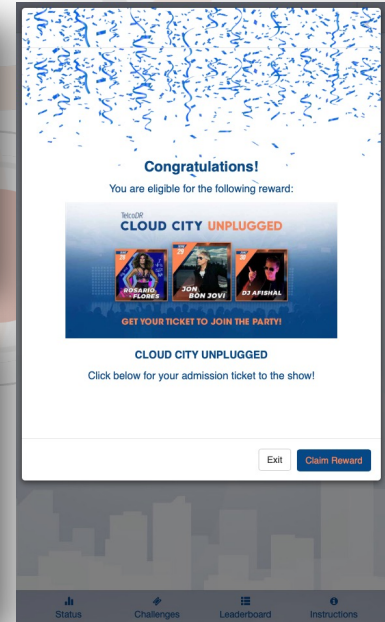
Virtual Prize Wheel

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

Leaderboards

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

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



Who Uses SocialPoint

Join more than 400 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, Redbull, Thomson Reuters

Agencies

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

Universities and Schools

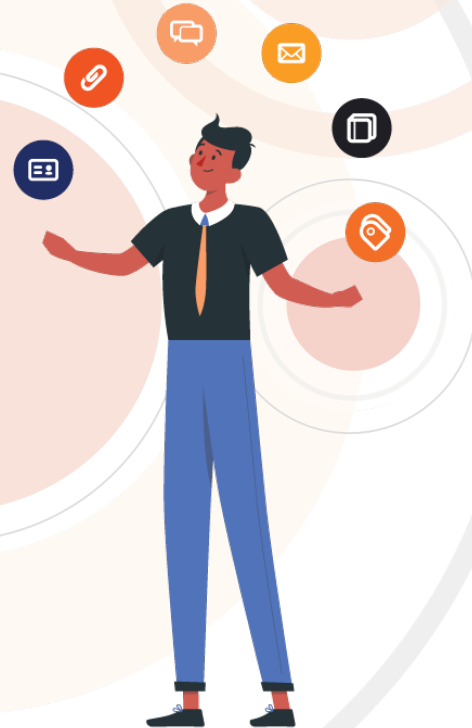
UCSF, Rutgers, Yale, UPenn, TCU, Michigan State, Colorado College, Wilson College

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