

HUMAN RESOURCES | COURSE BROCHURE

Gamification in Corporate Learning

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Game mechanics such as challenges, points, levels and feedback can increase engagement and practice in learning programmes. This course explains how to apply gamification and serious games in corporate training: motivation principles, designing game elements, simulations, scenario-based learning, tools and measuring results.

Gamification works only when it supports learning goals. You will learn to use game elements purposefully, not as decoration.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Game design workshops, playtesting, tool demonstrations and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain motivation principles behind gamification
• Distinguish gamification, serious games and simulations
• Design game mechanics aligned to learning objectives
• Create scenario-based learning experiences
• Select suitable tools and platforms
• Measure engagement and learning outcomes

Target audience

This course is suitable for:
• Learning designers
• Corporate trainers
• L&D managers
• E-learning developers
• HR professionals



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Target competencies

Participants will develop competencies in:

- Game design
- Motivation design
- Scenario building
- Tool selection
- Evaluation

Course outline

Day 1: Why Gamify

09:00–10:08	Motivation and engagement
10:08–11:00	Gamification versus games
11:00–11:30	**Coffee break**
11:30–11:45	Gamification versus games (continued)
11:45–12:53	Pitfalls
12:53–14:00	Exercise

Day 2: Game Mechanics

09:00–10:08	Points, levels and badges
10:08–11:00	Challenges and feedback
11:00–11:30	**Coffee break**
11:30–11:45	Challenges and feedback (continued)
11:45–12:53	Narrative
12:53–14:00	Workshop

Day 3: Simulations and Scenarios

09:00–10:08	Branching scenarios
10:08–11:00	Simulations
11:00–11:30	**Coffee break**



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11:30–11:45	Simulations (continued)
11:45–12:53	Role-play games
12:53–14:00	Design practice

Day 4: Tools

09:00–10:08	Platforms
10:08–11:00	Low-cost tools
11:00–11:30	**Coffee break**
11:30–11:45	Low-cost tools (continued)
11:45–12:53	Accessibility
12:53–14:00	Demonstration

Day 5: Measuring

09:00–10:08	Engagement metrics
10:08–11:00	Learning outcomes
11:00–11:30	**Coffee break**
11:30–11:45	Learning outcomes (continued)
11:45–12:53	Playtesting
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,540.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Dubai Confirmed dates	22 Mar 2027	26 Mar 2027	**€3,150.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Paris Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,860.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	3 May 2027	7 May 2027	**€2,840.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	24 May 2027	28 May 2027	**€1,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,940.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,840.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,890.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,890.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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