

# Innovative Education

Getting the most out of games in the classroom.

## Using Games at Public Events

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Have you ever wanted to present at a trade show or special event and wondered how you could “wow” your attendees and inform them about your product or service at the same time? Try playing a game! Games grab attendees’ interest and sustain it longer than a standard sales pitch or presentation. Using games at your next trade show or public event is a great way to create excitement while delivering your message to your audience.

The key is to keep the game short. A game with 5 to 7 questions is the just the right number to use. The seminal George Miller paper “The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information” is a true classic. In it, Miller observed that the results of a number of experiments in short-term memory had something in common: most people could only retain 5 to 9 items.

An abbreviated format, like My Billionaire Game© from C3 Visuals, enables you to easily create quick-running games with 5 to 7 questions. The background music is compelling and the three-dimensional graphics are visually appealing.

Here are some tips to help you build the right games for your next public event:

1. Increase the difficulty of the questions as the stakes go higher. Save those tough questions to emphasize your key points at the end of your presentation or pitch.
2. Create multiple games. You may

want to create a variety of games based on the message you want to deliver and the type of audience you’re trying to reach. At a recent National Safety



My Billionaire Game Screen Shot

conference while the lunch crowd was pouring in, we created a game testing knowledge of food facts. People were entertained while they waited in line and the game brought attendees back to our booth after they finished lunch. We also find attendees sometimes hang around our booth and like to watch multiple games.

3. Use the Summary Point feature. Unless you are doing this purely for entertainment purposes, use the Summary Point feature in the game builder so you can review after each question. It’s a great reinforcement method. Because you’re at a public event, you may want to keep the review points

short and to-the-point.

4. Reward your players and build your leads. A small give-away prize is a great incentive for attendees. Make certain it displays your website and contact information, so attendees can contact you later. You can even ask players for their business card or offer to scan their badge before you award them their prize. Make sure you follow-up with them within a week after the trade show.

By asking people to test their knowledge, attendees will begin to gather around your booth and watch, further helping you to get your message out. Having several people around allows you to draw others into the game as “life lines”. Nothing draws a crowd better than a crowd.

So the next time you want to generate some excitement at your trade booth or during a presentation say, “Hurry! Hurry! Step Right Up And Play A Game!” using a game from C3 Visuals.

Visit [www.c3visuals.com](http://www.c3visuals.com) or you can contact them directly at 1-800-906-7056.

