

# TRANSFORMING EMPLOYEE EXPERIENCE 2025

Game-based Engagement, Assessment, & Development for an Effective Culture

5-6 November 2025

Parkroyal Collection Kuala Lumpur

Employee engagement is the most important people related issue facing companies all around the world. The success of every business is determined by the degree to which managers are able to get employees performing at their absolute best.

As the world of work continues to evolve, gamification is poised to play an increasingly important role in shaping the future of HR. By embracing the power of play, companies can create more engaging, fulfilling, and high-performing work environments that bring out the best in their employees. So, are you ready to join the gamification revolution and take your HR practices to the next level?

This comprehensive 2-day learning module is designed to equip HR practitioners and leaders with the knowledge and practical skills to strategically integrate game-based elements, transforming traditional HR engagements, assessments, and development. This will foster a more engaged, motivated, and high-performing culture for organisations.

Upon completion of this module, participants will be able to:

- ❖ **Apply proven strategies** to increase engagement, retention, & real-world application of knowledge through strategic gamification.
- ❖ **Develop gamified approaches** for more effective talent assessment, engagement and development
- ❖ **How to integrate game-based learning** with company values and culture
- ❖ **Measure the impact and ROI** of gamified HR interventions.
- ❖ **Overcome common challenges** in implementing gamification within an organizational context

To empower HR professionals to design and implement effective solutions that drive employee engagement, optimise assessment methodologies, and accelerate professional development within their organisations, using effective game-based methodologies.

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