

### Virtual Destinations are all about engagement, and one of the best ways to engage attendees is with gamification.

The 6Connex Leaderboard is an opportunity to drive increased attendee engagement while motivating those attendees to take the actions most important to your specific program. Get your attendees competing for prizes – or just top rank – and you'll see your activity counts and interactions skyrocket.

#### With the Leaderboard, you can:

- ▶ Assign point values for specific actions, like visiting booths or downloading content
- ▶ Offer rewards or prizes based on points achieved

#### And your attendees can:

- ▶ Measure where they rank amongst all attendees
- ▶ View a list of points per activity, so they know how to gain more points
- ▶ See what rewards or prizes are available

#### The Leaderboard module is highly configurable.

This allows you to track a variety of actions with, descriptions relevant to your audience. Run a single contest over the course of your entire program, or schedule new leaderboard “rounds” to re-engage attendees.

The screenshot shows a mobile-style interface for a leaderboard. At the top, it says 'Leaderboard' and 'Win an iPad'. Below that is a search bar and a 'Refresh' button. The main content is a table with three columns: Rank, Attendee (with a profile picture and name), and Points.

Rank	Attendee	Points
1	<b>Ricardo C</b> Inf Service - Director	1,445
2	<b>Melissa V</b> creative group - vp design	1,375
3	<b>Christian G</b> Boston Consulting Group	1,335
4	<b>Emma C</b> MOI Global - Senior Event Executive	1,320
5	<b>Joanna R</b> Visual Response	1,280
6	<b>Andre M</b> AV Active - I.T Specialist	1,275
7	<b>Joakim J</b>	1,270
8	<b>Devendra P</b> CEO	1,260

#### Some of the activities you can track:

- ▶ Content Views  
*Webinars, Live Links, Videos, Downloads*
- ▶ Room Entries  
*Booths, Auditorium, Meeting Rooms, Lounges*
- ▶ Chat Conversations
- ▶ Briefcase Adds
- ▶ Badge Swipes

### Please Note



Talk to your account team to learn more about this powerful option for your next virtual program.