

# Virtual Learning Environments

Networking Lounge

Leaderboard

My Points    Leaderboard    Leaderboard

**My Points Total = 565**

Tracked Activities	Number	Value	Total Points
Viewed the Open Enrollment Webcast	1	25	25
Viewed the Flexible Spending Form	1	30	30
Visited the Training Room	1	25	25
Viewed the Aflac Video	0	25	0
View any Document	15	10	150
Schedule Chat Attended	3	25	75
Participated in a Group Chat	7	30	210
Survey Submitted	0	50	0
Test Passed	1	50	50
<b>Total:</b>			<b>565</b>

## GAMIFICATION FEATURES

### Points & Activities

ON24's "Points & Activities" feature is a key way to foster competitive activities, incent particular actions, and drive repeat viewing. The feature can be configured to give viewers points based on a variety of activities, including:

#### General Criteria

- + Any webcast
- + Any document
- + Any location
- + Any booth
- + Any group chat
- + Any survey submitted
- + Any test passed

#### Detailed Criteria

- + Specific webcast
- + Specific webcast duration
- + Specific document
- + Specific location
- + Specific booth
- + Specific group chat
- + Specific survey submitted
- + Specific test passed

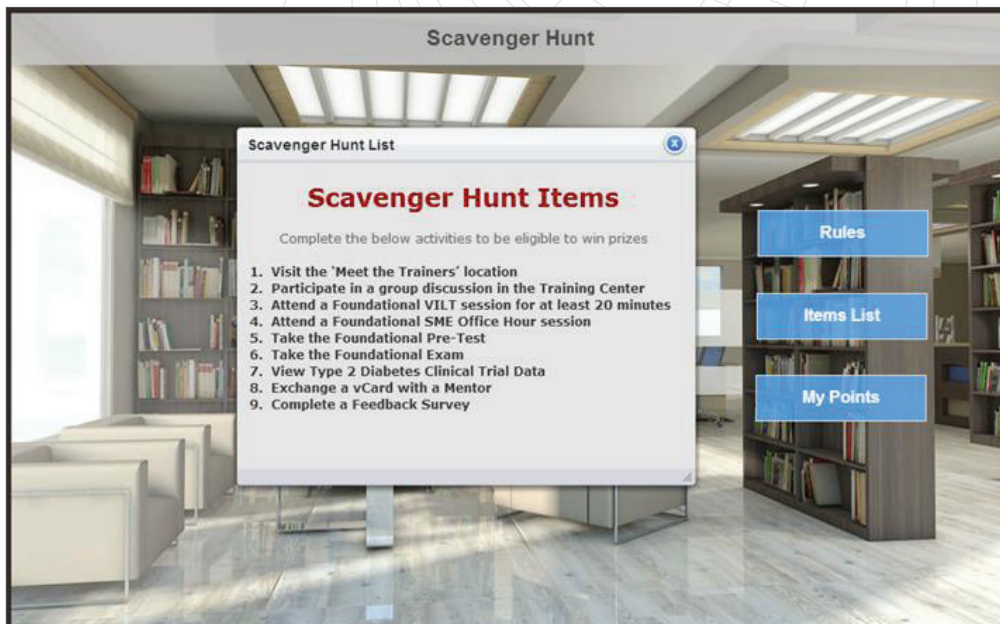
## POINTS & ACTIVITIES

The Points & Activities feature also supports time-based contests. That is, the points accumulated can be for a specific time period and then reset to zero. For example, for a September contest, attendees can accumulate points for the month of September. On October 1st, everyone's points get reset to zero.

The activities / points functionality can also be presented in a "game board", as shown below:



Or as a "Scavenger Hunt", as shown below:



## LEADERBOARDS & BADGES

The ON24 Leaderboard feature uses the Points & Activities functionality as the mechanism for accumulating points. Point values can be assigned to activities such as viewing a webcast, viewing a document, visiting a location or booth, taking part in a chat, etc. When an attendee performs one or more of the activities, they acquire points that help them move up in rank.

Additionally, badges can be identified for reaching specific point levels. Attendees can then 'earn' badges by performing enough activities to achieve the specified point levels.

The screenshot shows an individual leaderboard window titled "Leaderboard". It has tabs for "My Points" and "Leaderboard", and a dropdown menu set to "Leaderboard". The user's rank is "My Rank\* = 2" and the total number of rankings is "Total Rankings = 50". There is a search input field with the placeholder "<search>". The main table lists participants with columns for Rank, Badge, Person, and Points.

Rank	Badge	Person	Points
1		<b>Alexander Jones</b> First Name: Alexander Last Name: Jones Job Title: Customer Service Company Name: ON24	720
2		<b>Tom Masotto</b> First Name: Tom Last Name: Masotto Job Title: VP Company Name: ON24	565
3		<b>Chuck Brotman</b> First Name: Chuck Last Name: Brotman Job Title: VP Channels	325

In addition to "individual" leaderboards, team or group-based leaderboards can be supported.

The screenshot shows a group-based leaderboard window titled "Leaderboard". It has tabs for "My Activities" and "Leaderboard", and a dropdown menu set to "Group Leaderboard". The group's rank is "My Group's Rank\* = 1" and the total number of rankings is "Total Rankings = 3". There is a search input field with the placeholder "<search>". The main table lists companies with columns for Rank, Badge, Company Name, and Points.

Rank	Badge	Company Name	Points
1		ON24	385
2		Cigna	154
3		Unisys	135