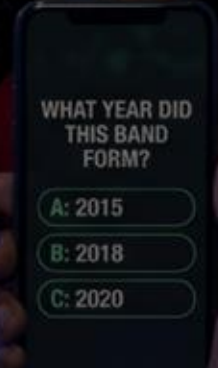


GAMIFICATION

From passive attendance to measurable engagement

| TOP SCORERS: | |
|--------------|---------|
| 👑 JAY_Z | 500 PTS |
| LEAH_K | 450 PTS |



openhub
Creative Cluster

thecon

CREU

GEORGIANA MIHAIOVICI

UNITING **E**VENTS, **E**XPERIENCES, **P**ROFESSIONALS & **O**RGANISATIONS

THE BIG SHIFT

- AI is reshaping how humans interact
- Experiences are becoming more valuable than information
- Technology is now part of how we feel, learn and connect



Events **must evolve** from spaces → into **more valuable** experiences

UNITING **E**VENTS, **E**XPERIENCES, **P**ROFESSIONALS & **O**RGANISATIONS



FROM ATTENDANCE TO ENGAGEMENT

We still measure only the obvious:

- Registrations → **Who engaged?**
- Check-ins → **What mattered?**
- Attendance → **What can be improved?**

Real engagement = Attention, Action, Trace (data)

No data = no learning | No learning = no progress

WHAT GAMIFICATION DOES

It turns:

- Visitors → explorers
- Attendees → participants
- Sponsors → experience partners

WHAT CAN BE MEASURED

- Where people go
- What they interact with
- How long they stay
- Who they meet
- What they care about
- Your event becomes an intelligent system

TURISM - HISTORICAL TREASURE HUNT



UNITING **E**VENTS, **E**XPERIENCES, **P**ROFESSIONALS & **O**RGANISATIONS

INTERNATIONAL CONFERENCE REGREEN

Iceland
Liechtenstein
Norway grants

Norway grants



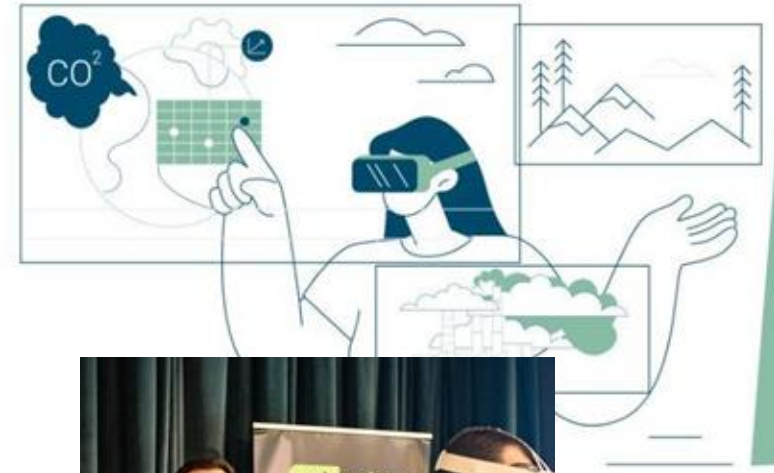
ReGreen^{VR}

Virtual Reality Platform for Ecosystem Restoration

openhub
Creative Cluster

Cluster Management Excellence

VRINN



UNITING **E**VENTS, **E**XPERIENCES, **P**ROFESSIONALS & **O**RGANISATIONS

YOU DON'T HAVE TO DO THIS ALONE

That's why

Clusters & networks exist:

Learn | Connect | Experiment | Scale



If you want to go fast, go alone. If you want to go far, go together.

UNITING **E**VENTS, **E**XPERIENCES, **P**ROFESSIONALS & **O**RGANISATIONS

SOTER

Analysing festival crowds & gamification



SOTER

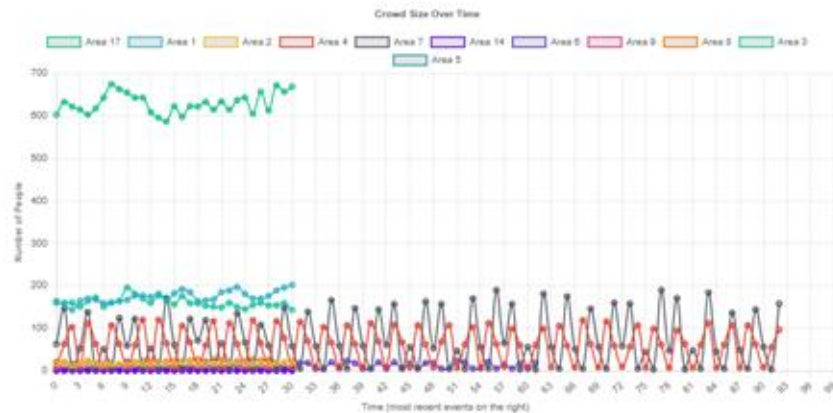
SOTER Dashboard

[Back to Camera Feeds](#)

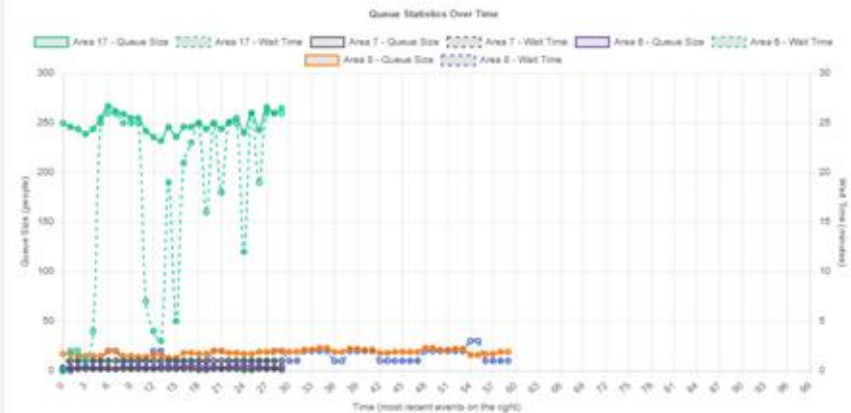
Current Statistics

| | | | | | | | |
|--|---|--|--|---|--|--|--|
| <p>Area 17</p> <p>669 people ↑</p> <p>Queue: 265 people Wait time: 26 minutes Camera: 1 Last updated: 2025-04-10 13:57:01</p> | <p>Area 1</p> <p>202 people ↑↑</p> <p>Camera: 4 Last updated: 2025-04-10 13:57:01</p> | <p>Area 2</p> <p>19 people ↑↑</p> <p>Camera: 4 Last updated: 2025-04-10 13:57:01</p> | <p>Area 4</p> <p>97 people ↓</p> <p>Camera: 5 Last updated: 2025-04-10 13:57:01</p> | <p>Area 7</p> <p>158 people ↓↓</p> <p>Queue: 1 people Wait time: 1 minutes Camera: 2 Last updated: 2025-04-10 13:57:01</p> | <p>Area 14</p> <p>0 people ↔</p> <p>Camera: 6 Last updated: 2025-04-10 13:57:01</p> | <p>Area 6</p> <p>18 people ↓↓</p> <p>Queue: 4 people Wait time: 1 minutes Camera: 2 Last updated: 2025-04-10 13:57:01</p> | |
| <p>Area 9</p> <p>3 people ↓↓</p> <p>Camera: 2 Last updated: 2025-04-10 13:57:01</p> | <p>Area 8</p> <p>22 people ↓↓</p> <p>Queue: 19 people Wait time: 1 minutes Camera: 2 Last updated: 2025-04-10 13:57:01</p> | <p>Area 3</p> <p>143 people ↓↓</p> <p>Camera: 3 Last updated: 2025-04-10 13:57:01</p> | <p>Area 5</p> <p>9 people ↓</p> <p>Camera: 5 Last updated: 2025-04-10 13:57:01</p> | | | | |

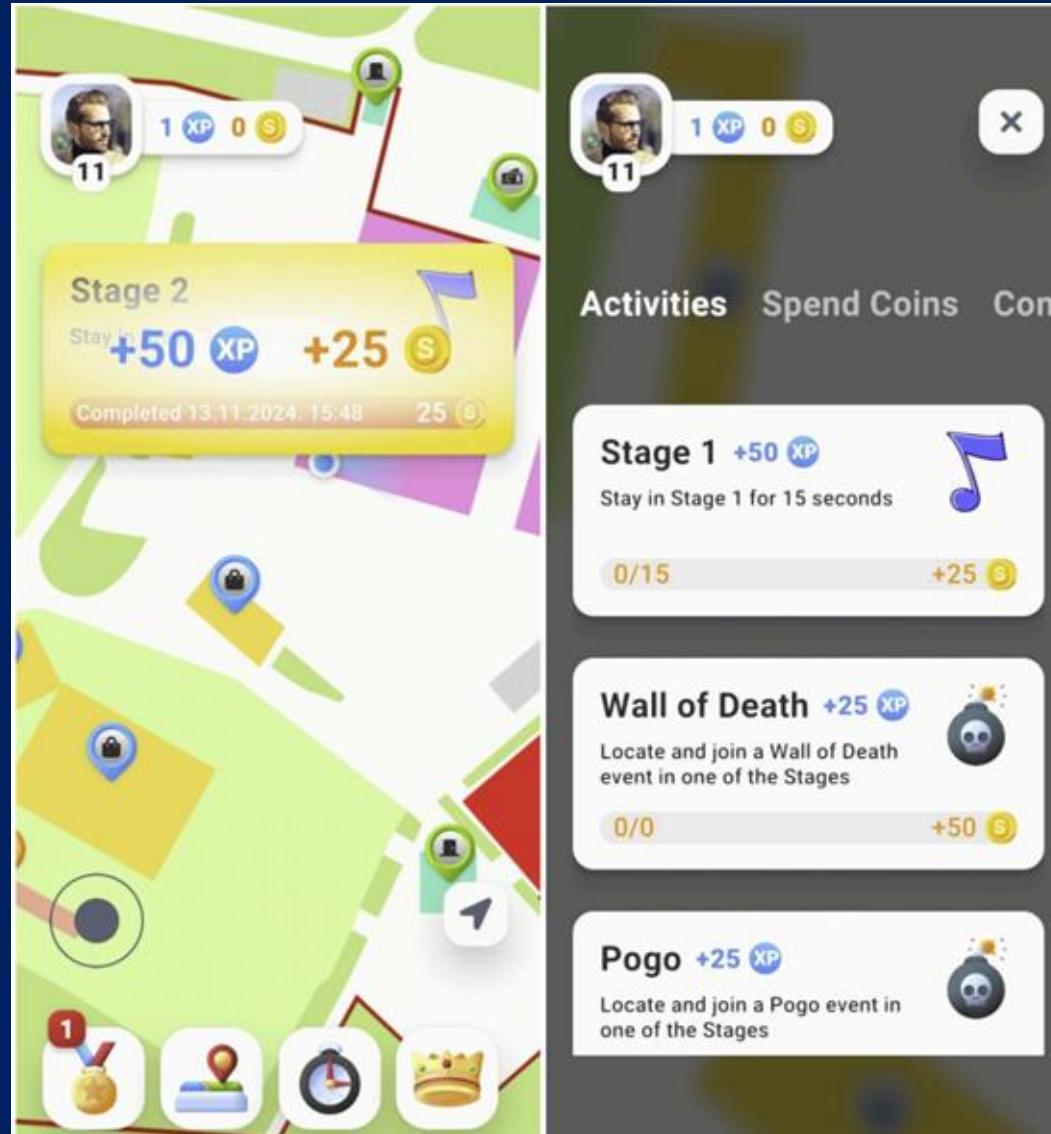
Crowd Size Evolution

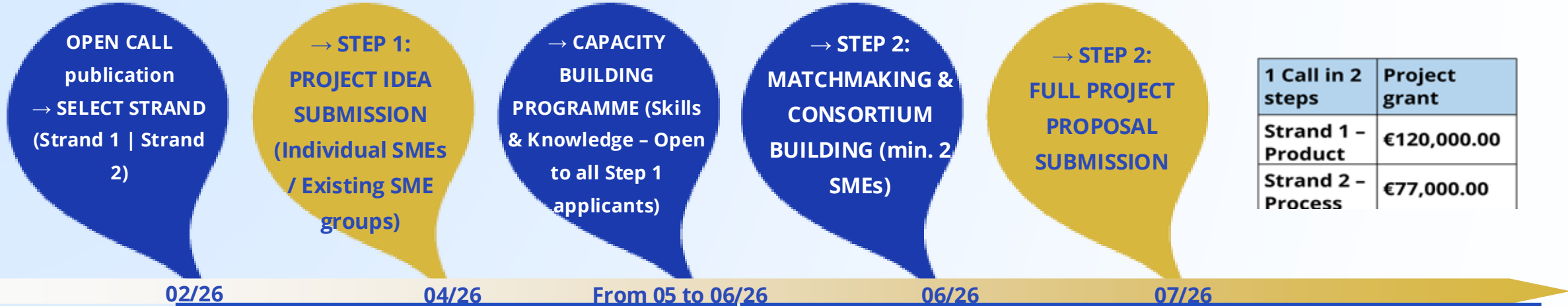


Queue Wait Times



SOTER





STEP 1 APPLICATION

- SMEs, also individually.
- From **any ecosystem**.
- From **any SMP country**.
- **Focus on Cultural Heritage Value Chain.**
- English.
- **STRAND 1:** Expected result on **Product Innovation** + must highlight needs in terms of critical inputs and technologies.
- **STRAND 2:** Expected Result on **Business Process Innovation** linked to the **green and digital transition** + must highlight needs in terms of green transition and digitalisation.

STEP 2 APPLICATION

- Projects by consortia of **at least 2 SMEs**.
- From **any ecosystem**.
- From **any SMP country**.
- **Focus on Cultural Heritage Value Chain.**
- Should apply **EU-based digital solutions and/or technologies**, and/or **engage actively innovation leaders**.
- Must include a **budget for travel** to at least 1 Networking/Business event at EU level.
- **STRAND 1 Mandatory deliverable:** New-to-firm products and/or services differing significantly from the firm's previous goods or services.
- **STRAND 2 Mandatory deliverable:** Business process innovations related to the green and digital transition differing significantly from the firm's previous business process.

- **Financial Capacity Check.**



Let's go together.
SCAN FOR CONTACT