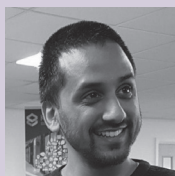


Tuesday 21st May 11:30am

## Using Games for Businesses – University of Gloucestershire

Contact – Discussion – Engagement – Involvement – Transaction. That is the communication chain that leads from first contact to final transaction. The University of Gloucestershire team explore how video gaming experiences can add quality to your business communications.



### **Zyad Dawood**

Since graduating as the highest-graded undergraduate student at Gloucestershire in 2009, Zyad has pursued a career in higher education to become an Academic Course Leader in Digital Media and Web Technologies. He enjoys technological challenges such as new software applications or programming languages. Zyad has industry experience as an eLearning courseware developer, media developer and mobile app. developer – developing for both iOS and Android platforms. This has included delivering high quality training materials for various blue-chip companies, such as Microsoft, IBM, Orange and T-Mobile.



### **Nina Reeves**

After 20 years as a University Course Leader in the UK and has taught at the University of Waikato in New Zealand on a Masters' course. Having used gamification to engage university students in learning about designing effective UX (User eXperience), Nina is now an independent consultant advising businesses on ways that people can be encouraged to interact with marketing, education, training and the world around them. She is particularly interested in risk assessment for innovation in this area and the implications for CSR (Corporate Social Responsibility)

## Book your tickets for this event

<https://using-games-for-businesses.eventbrite.co.uk>

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