



Topic: *Gamification and Software Development*

Presenter: Alexandre Olivieri, Founder and CEO of Opusphere

Date: Thursday, June 18, 2015

Agenda: 6:00-6:30 p.m. CT – Dinner (\$5 Member / \$8 Nonmember) & Networking
6:30-6:45 p.m. CT – Introductions & Announcements
6:45-8:00 p.m. CT – Presentation and Q&A

Locations:

1. **Schaumburg, IL** – IBM, 10 N. Martingale Dr., Schaumburg, IL 60173 (3rd Floor Conference Room)
2. **Lake Forest, IL** – Hospira, 375 N. Field Drive, Building H3, Lake Forest, IL 60045 (1st Floor R&D Innovation Conf Rm)
3. **Milwaukee, WI** – Astronautics, 4115 N. Teutonia Ave., Milwaukee, WI 53209 (Engineering Conference Room 1)

Abstract

Estimates show more than 3,000,000,000 hours of game play around the globe every week. The mechanics and elements behind these games are designed to engage the players and the industry is now learning how the same methodology could be used to boost the engagement in real world jobs. In this presentation we will learn about this new trend referred as gamification, discuss cases being implemented worldwide and how it could be an ally in software development..

About Our Speaker

Alexandre Olivieri is currently the Founder and CEO of Opusphere, based in Brazil in the Campinas area. Alexandre is an entrepreneur passionate about games and Internet, who loves spending his time discussing dreams and how we can make them happen. More recently, he has become dedicated to understand how we can learn from games and bring engagement and fun to our real life (commonly referred as gamification). Before the entrepreneurship roller coaster, there were 13 years dedicated to the corporate world acting as program manager for mobile and web projects..

Questions?: For more information, go to <http://www.incose.org/Chicagoland/>.