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## Chill Creative Portfolio

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3D modeling



## Event Gamification to Connect with Visitors

Booth design and interactive game creation for Telstra at the World Business Forum.

### Client

Telstra International

### Scope

- Programming
- Interactive games
- Exhibition booth design

### Challenges

As one of the main sponsors of the World Business Forum 2015, it was important to Telstra International that they inject a sense of fun into the three-day conference that hosts visiting executives from across the world. Their business goal was not only to attract more visitors, but also to collect valuable data from these influential corporate representatives.





## Event Gamification to Connect with Visitors

### Chill Solution

As with all of our clients, we offered a total solutions package from concept to execution. We create a game-friendly idea for the booth design, and worked closely with the marketing team to visualise key attributes and the value of Telstra through a fun game experience and printed collaterals. Our built-in registration system allowed clients to download all the data in Excel format.



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