**For Immediate Release**

Famed Creators of SimCity, and TV's Heroes   
Headline GSummit 2013

*Gamification Conference Returns to SF with Leading Thinkers in*

*Loyalty, Strategy and Enterprise Engagement*

**New York, November 14, 2012** - GSummit has announced preliminary speakers, dates and early bird pricing for its next gamification focused conference, returning to San Francisco April 16-18, 2013. The event features the world’s top creators of engagement, including Will Wright -- legendary designer of SimCity, The Sims and Spore -- and Tim Kring, creator of television's blockbuster series' Heroes and Touch. They will be joined by over 50 other speakers from a wide range of industries for an unprecedented three days of hands-on workshops, lectures, networking and fun. Prospective attendees are encouraged to register now for this fourth international event, as spaces are strictly limited and all previous GSummits have sold out.

"The world's best companies are using gamification as a strategy to crush the competition, leveraging its unprecedented power to engage consumers and employees," said Gabe Zichermann, Author and Chair of GSummit. "The 2013 GSummit conference brings together the best examples of what works -- and what doesn't -- giving every organization a chance to learn from the best."

To fuel the insatiable demand for gamification-certified design experts, GSummit will feature certification workshops on April 16, 2013, taught by some of the world's leading designers. On April 17 and 18, attendees from HR, marketing, CRM, loyalty, strategy, product management and entrepreneurship can hear first-hand from over 50 global experts about how to use gamification to transform their organizations. The preliminary group of announced speakers includes:

* **Robert Torres** of the Gates Foundation and **Kevin Werbach** of UPenn sharing their views on how education and learning will be transformed through gamification.
* **Enterprise and human resources gamification** case studies from executives at Salesforce, Oracle, Cisco, Microsoft, IBM, SAP and more
* **Venture Capitalists** including Tim Chang (Mayfield Fund) and Saar Gur (Charles River Ventures) discussing the finance and investment future for engagement
* **Loyalty pioneers** Mark Goldstein (Loyalty Lab), Dario Ambrosini (Switchfly) and Mike Martoccia (Dopamine) will share their vision for the future of loyalty and CRM

Attendees can now register at a special early bird price of $695 until December 7th. Space is strictly limited and will sell out. For more information and to reserve a place, visit [**http://gsummit.com**](http://gsummit.com)

The conference is produced by Gamification Co in association with the Engagement Alliance. GSummit 2013’s Platinum sponsors are Badgeville & Bunchball, and Gold Sponsors include, BigDoor, Dopamine and RedCritter.

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