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From: Pusat Inovasi dan Pengkomersilan
Sent: Wednesday, 21 December, 2016 9:33 AM
To: UUM - All Staff
Cc: Pengarah Pusat Inovasi; Rohani binti Husin
Subject: THE GAMIFICATION AND DIGITAL CONTENT INITIATIVE ASSIST UUM STAFF AND STUDENTS TRANSFORM THEIR IDEAS



Pusat Inovasi dan Pengkomersilan
Innovation and Commercialisation Centre
Universiti Utara Malaysia

UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

21 December 2016 / 21 Rabiulawal 1438H

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السلام عليكم ورحمة الله وبركاته

S alam S ejahtera

Yg. Bhg. Dato' Seri/Datuk/Dato'/YBr. Prof/Assoc. Prof/Dr/Sir/Madam/Ms,



A half-day workshop on the *Gamification and Digital Content Advisory: Transforming Your Ideas* has attracted passionate 28 participants from UUM staff and students.

The workshop was held on 19th December 2016 at the Multipurpose Room (BSG), School of Quantitative Sciences (SQS) and was organized by Innovation and Commercialisation Centre (ICC). The program started with a briefing session by the director of ICC, Assoc. Prof. Dr. Razamin Ramli who highlighted the potential of gamification and the related industries. The program continued with knowledge sharing and brainstorming of ideas among facilitators and participants. The facilitators involved in this workshop were Dr. Shahrul Azmi Mohd. Yusof, Dr. Amran Ahmad, Mr. Ahmad Hanis Mohd Shabli from School of Computing (SOC), and Mr. Shanizan Herman Mohd Radzi from School of Quantitative Sciences (SQS).

The intention of this workshop is to generate ideas among participants, while facilitating them on the avenues to produce relevant products using attractive and interactive tools for gamification with creative digital contents.

The director of ICC also urged all participants who have their suitable research output or teaching materials to convert into gamification products which could then turn their works to become more valuable and marketable. As the creative industry elements have been introduced and established through the new School of Creative Industry Management and Performing Arts (SCIMPA), it is hoped that our researchers and students to come out with more unique and creative ideas.

In addition, all facilitators agreed that commitment and passion from individuals are the key factors as proven by those who have succeed in the gamification industries. Normally, a simple idea can contribute to a great impact and capable of generating millions of income, said Mr. Ahmad Hanis.

It is hoped that this workshop is a starting point for a more conducive platform for researchers, experts and students working as a team to produce more attractive and industrial tailored creative products, which is aimed to generate income for the university, directly or indirectly.

Thank you.

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