



## **PIXELearning co-host Games-based Learning and Serious Virtual World workshops**

PIXELearning co-hosted a set of Games-based Learning (GBL) and Serious Virtual Worlds workshops at the Coventry University Creativity Lab, along with NMP, and supported by the Serious Games Institute. The workshops attracted representatives from BT, PWC, Capita, the BBC, CSWP, AWM and many more.

The aims of the workshops were to give attendees a hands-on experience of GBL and Virtual Worlds to help realise the true potential of these platforms. Workshops took place in the morning and afternoon and consisted of playing 'Get Marketing' – a game designed for SME's with little or no marketing knowledge, created by PIXELearning and NMP. The second half of the workshops helped delegates step into the parallel universe of Second Life. Delegates were teleported into the recently created Digital Futures Island set up for Digital Media companies in the North West and given an in-world tour by PA Consulting of their demo area and smart home.

Over lunch the Director of the new Serious Games Institute, David Wortley, launched the new Serious Games report written by Coventry University and supported by NMP. The launch saw the merge of the morning and afternoon workshops, creating a buzzing atmosphere as people talked about the workshops and their interest in Serious Games. When asked for comments about the day so far, attendees commented that it had gone beyond their expectations. The following delegates commented:

Leigh Blount from **CSWP** stated *'Personally I found the games easy to adapt to, fun to play and easy to navigate around. This way of learning compared to more outdated ways **is like going from black & white to colour**. I also thought the potential applications for second life were very promising*

Dan Lawson, from **Screen WM** stated – **'we were very excited by what we saw on the day** and the possibilities for the serious games area to develop exponentially, particularly with such centres of excellence as the Serious Games Institute right here in the West Midlands'

Paul Carr, from **Capita** stated 'Being part of a dedicated learning organisation I wanted to see how gaming can be used to support future learning. It was great to put

some serious games into action and discover what might be possible. **I can see that this is a concept which we will be looking at very closely for future projects'**

Idris Roberts from **BT** stated 'It was a good session, **on line training requires a transformation in engaging students**, or else it will become the equivalent of meeting presentations where the concept of '**death by PowerPoint**' prevails'.

Steve Grave from the **BBC** stated 'It was interesting to get hands-on experience of the opportunities and potential pitfalls that organisations and individuals are facing within Second Life. **It's clear that the audience is there**, delivering value and quality to that audience is the challenge.

'I recently attended the serious games workshop where the presentations and interactive sessions **exceeded my expectations**. I was impressed with the knowledge and learning that can be gained, not to mention the interaction and networking opportunities in the Serious Games' Second Life world. As a development and multimedia company, **serious games are something we need to get serious about**'. - Mark Menzies, Managing Director, **Acuica** Ltd

"A useful workshop for both experts and beginners, the games **surpassed all expectations** and I am very much looking forward to the next one." **Julia Chance, Advantage West Midlands**