

GAMIFICATION FOR SALES & MARKETING

Understanding how gamification boosts motivation, engagement, and results

20 - 21 April 2026
9.00am - 5.00pm | GMT+8



Concorde Hotel
Kuala Lumpur, Malaysia

WHY YOU SHOULD ATTEND

This training will help participants to understand the concept of gamification in sales and marketing based on award winning and scientifically proven Culture4Gamification methodology.

Participants will discover new ways of thinking in sale and marketing, learn about advanced motivation approaches through fun, mastery and autonomy of customers and employees and all of that through the real-world examples.

Organised by:



WEeventz Pte Ltd (Singapore)
WEeventz Malaysia Sdn Bhd (Malaysia)

AUDIENCES

This training is specifically designed for: -

- Chief Marketing Officer
- Director of Sales and Marketing
- Sales and Marketing Manager
- Head of Digital Marketing
- Sales & Marketing Executive
- Head of Brand Development
- Marketing Communications Manager
- Business Development Executive



HRD Corp Claimable Programme