



FOR OUR NEIGHBORS

THE  
ORANGE  
CONFERENCE  
2017

ATLANTA, GA

• SEE WHAT LOVE CAN DO •





# WE ARE FOR HAVING FUN

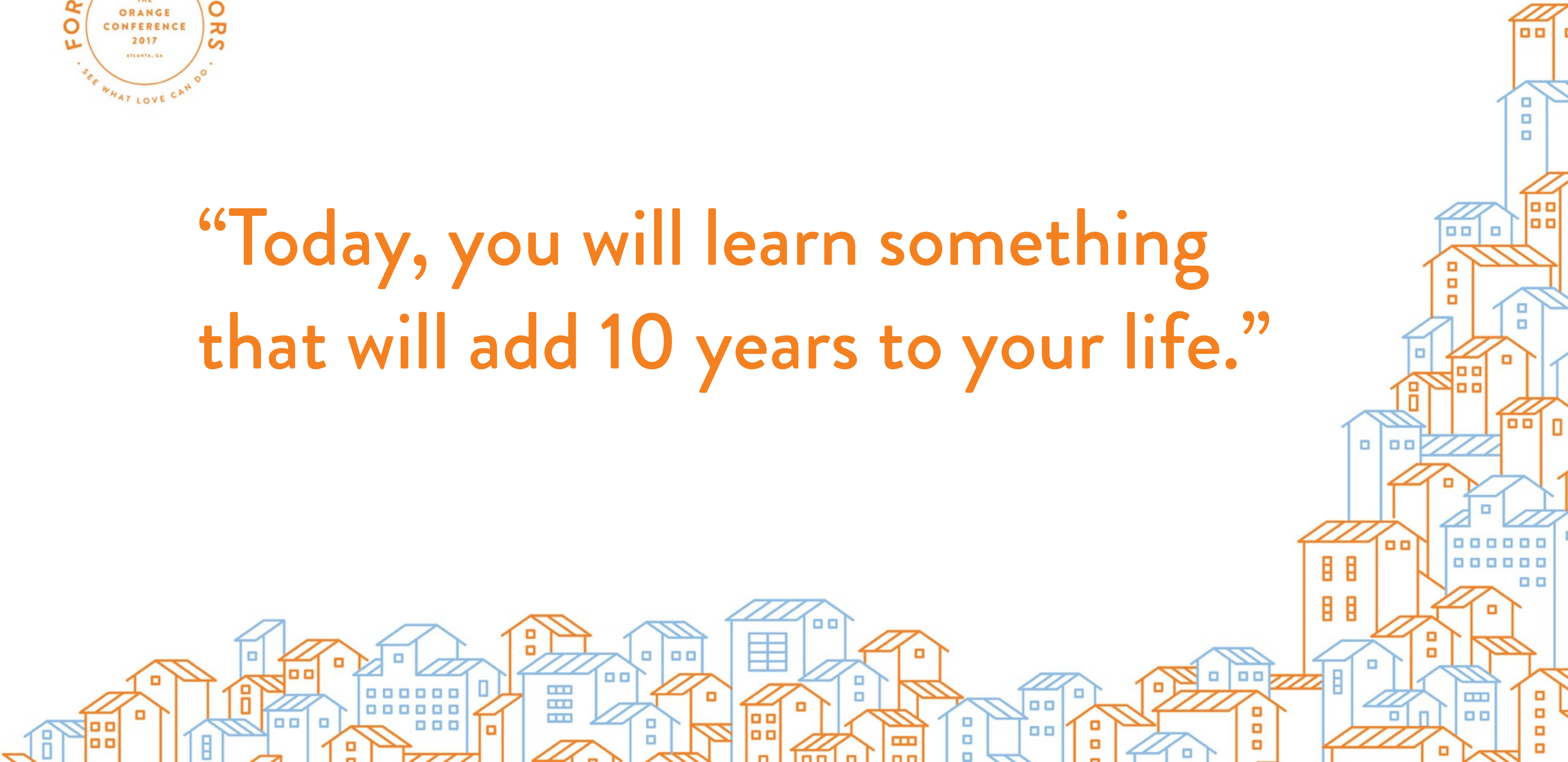
**BRIAN & BRAD SITTON**  
**CROWDCONTROLGAMES.COM**







“Today, you will learn something that will add 10 years to your life.”







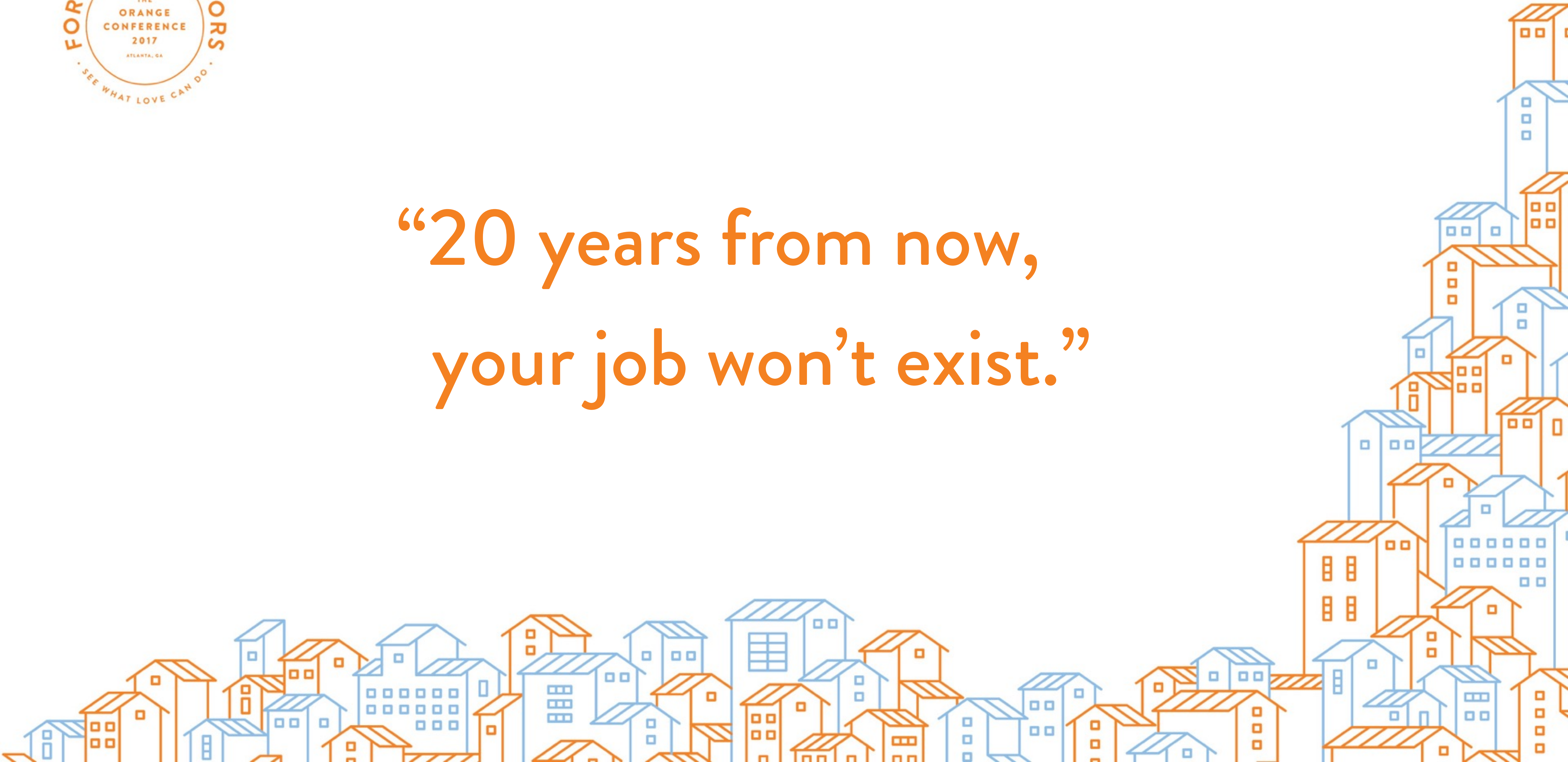
“Did you know that more people have access to a mobile phone than a toilet.”







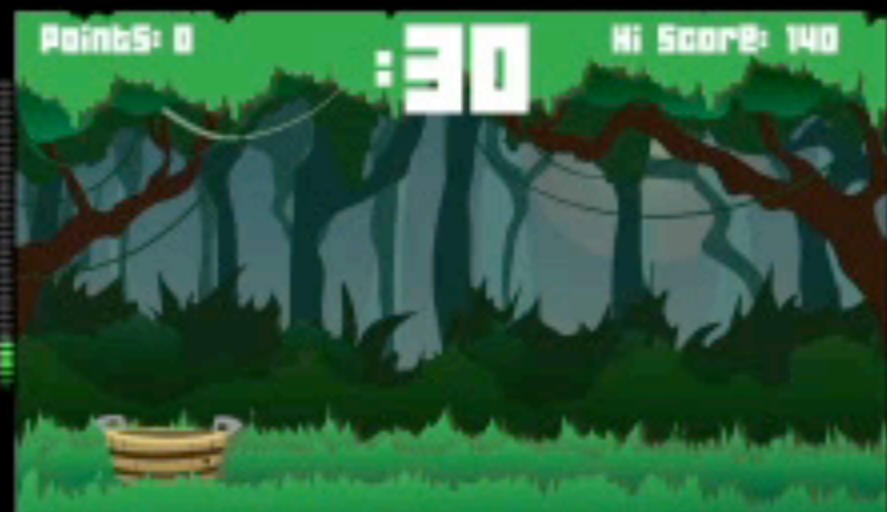
“20 years from now,  
your job won’t exist.”







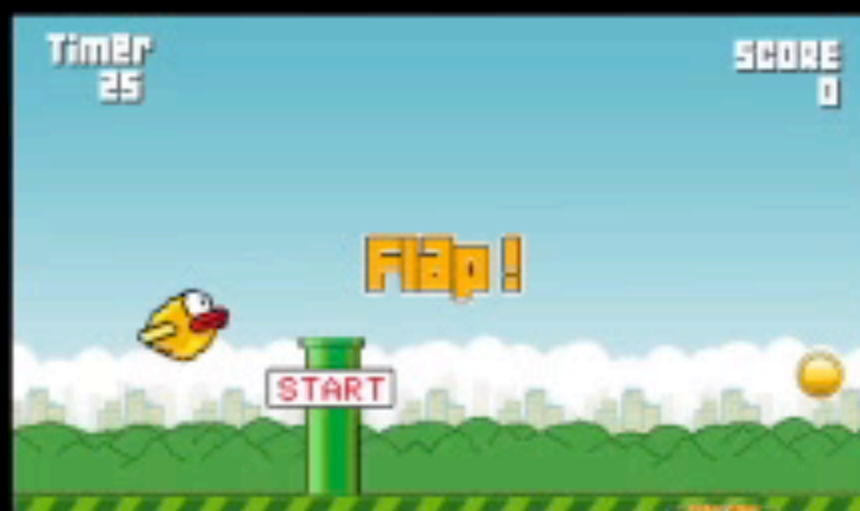




**FRUIT BASKET**  
\$25



**DODGER**  
\$25



**FLAPPY CROWD**  
\$25



**PIGSKIN PURSUIT**  
\$25



**1 ARM, 2 ARM, NONE**  
\$25



**ROAD RACE** \$25



**WHACK-EM** \$25



GAMES FOR YOUR NEXT EVENT



**THE FEUD**  
\$45



**THE BIG PYRAMID**  
\$45



**SAY WHAT** \$25



**WILL OF 4 CHIN**  
\$25



**CROWD  
SCAVENGER HUNT**  
\$25



**JEOPARDY**  
\$35



**GAMESHOW  
SCOREBOARD** \$25





# PLAY A GAME!

## FLAPPY CROWD







FOCUSED ATTENTION  
- Direct the Eyes

INTERACTIVE ATTENTION  
- Engage the Mind

$$\text{FUN} = \frac{\text{energy} + \text{ENGAGEMENT}}{\text{time}}$$

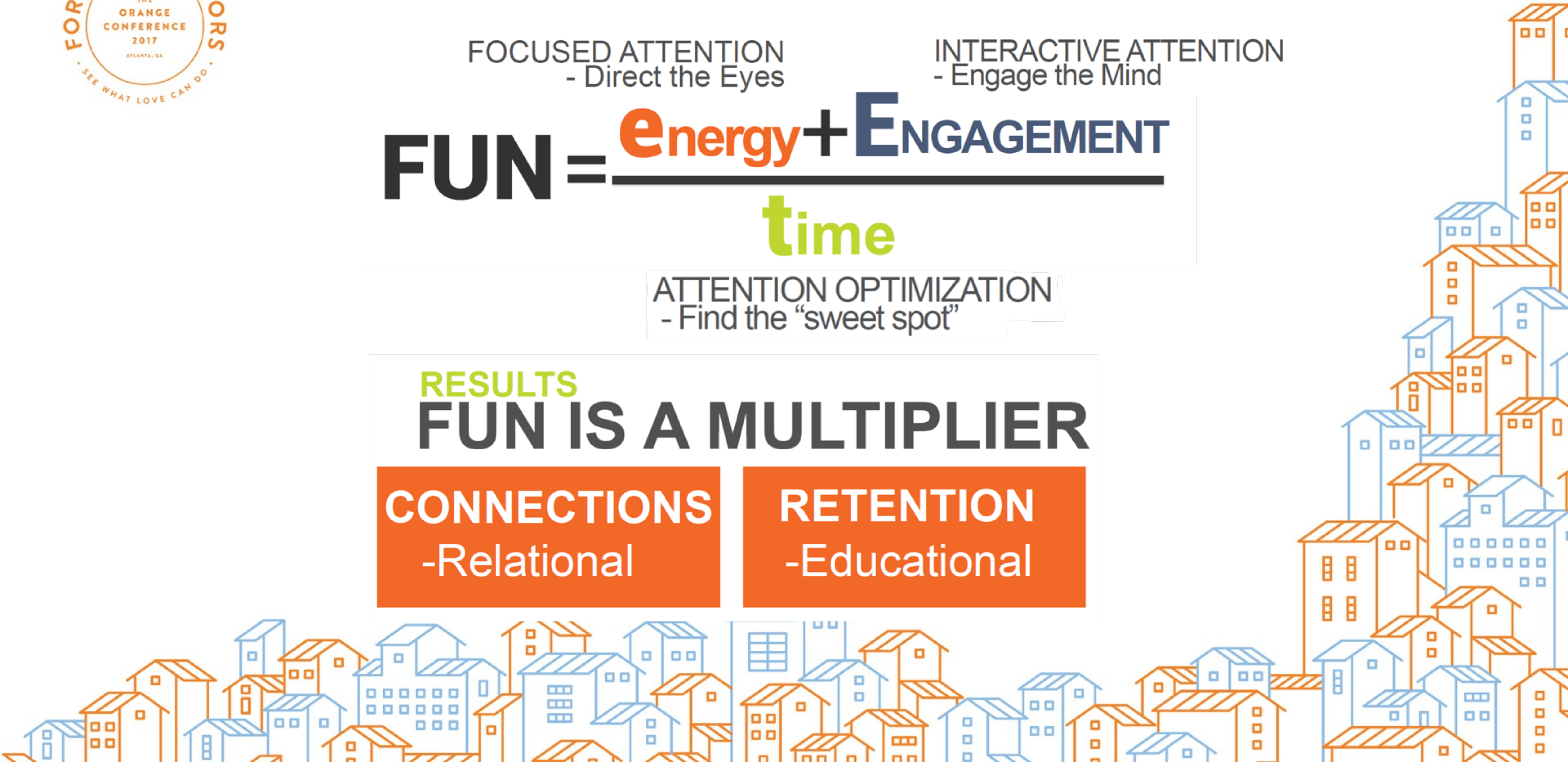
ATTENTION OPTIMIZATION  
- Find the "sweet spot"

RESULTS

**FUN IS A MULTIPLIER**

**CONNECTIONS**  
-Relational

**RETENTION**  
-Educational







# WHY FUN?

-SENSE OF ACCOMPLISHMENT

-SENSE OF BELONGING







# PLAY A GAME!

## 20 SEC CHALLENGE







**THIS IS  
MICHAELA**



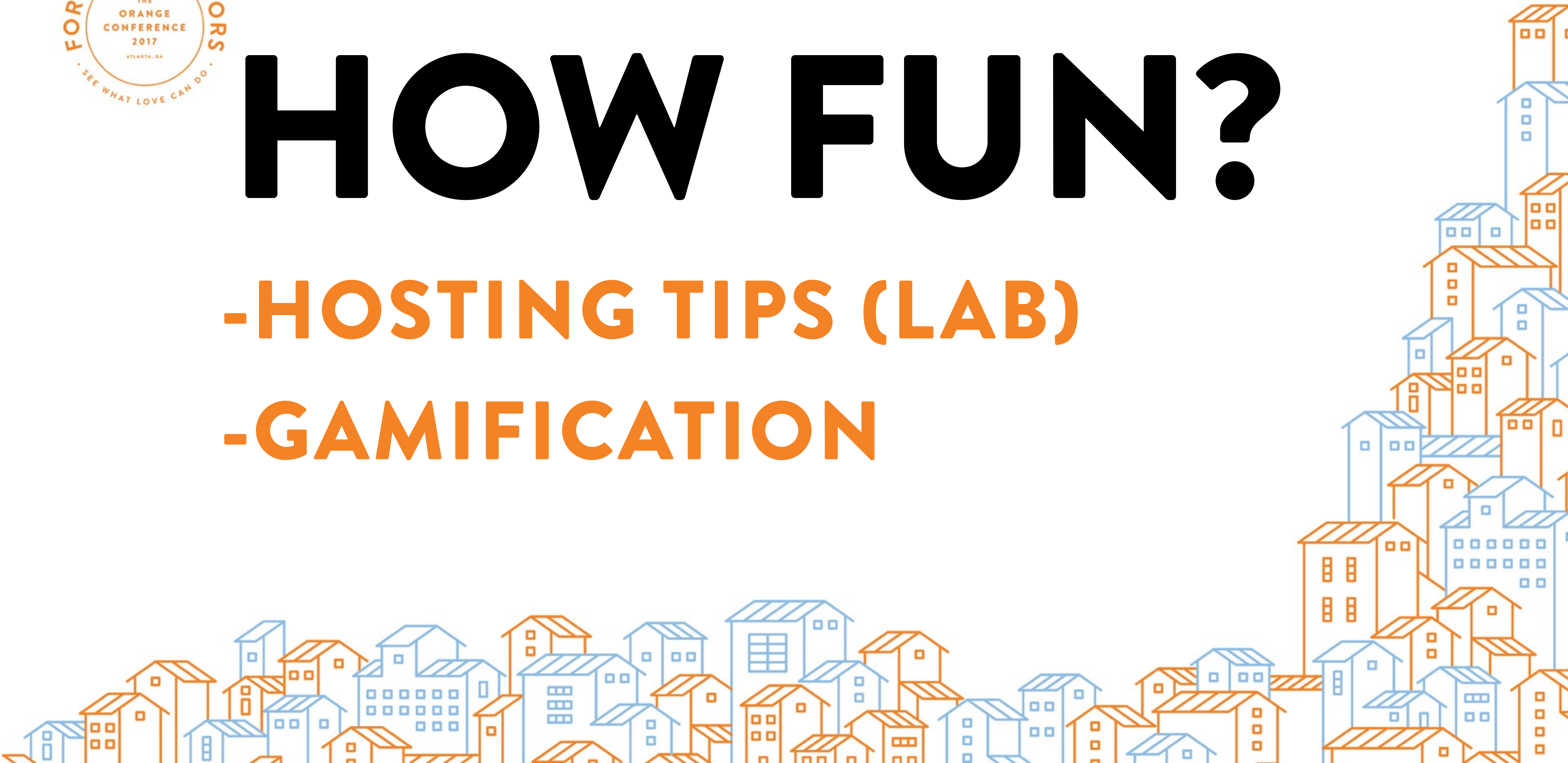




# HOW FUN?

-HOSTING TIPS (LAB)

-GAMIFICATION







# HOSTING TIPS







# PLAY A GAME!

## HOLEY-WACK-A-MOLEY







# DON'T WING IT PRACTICE







# DON'T ENJOY THE SILENCE PLAY MUSIC







# DON'T YELL AT THE CROWD

# USE A

# MIC







**DON'T HAVE AN EMPTY STAGE**

**PLAN  
TRANSITIONS**







**DON'T BE SELFISH**  
**BE CURIOUS**







**DON'T COMPLICATE THE RULES**  
**EXPLAIN**  
**SIMPLY**







# EXPLAIN SIMPLY

**PREMISE** : BASIC IDEA OF THE GAME

**GOAL** : HOW TO WIN

**RULES** : BOUNDARIES

**TIPS** : ADVICE, TWISTS







**DON'T BLAME THE AUDIENCE**  
**ALWAYS**  
**BE FUN**







# PLAY

# HOLEY-WACK-A-MOLEY







# GAMIFICATION

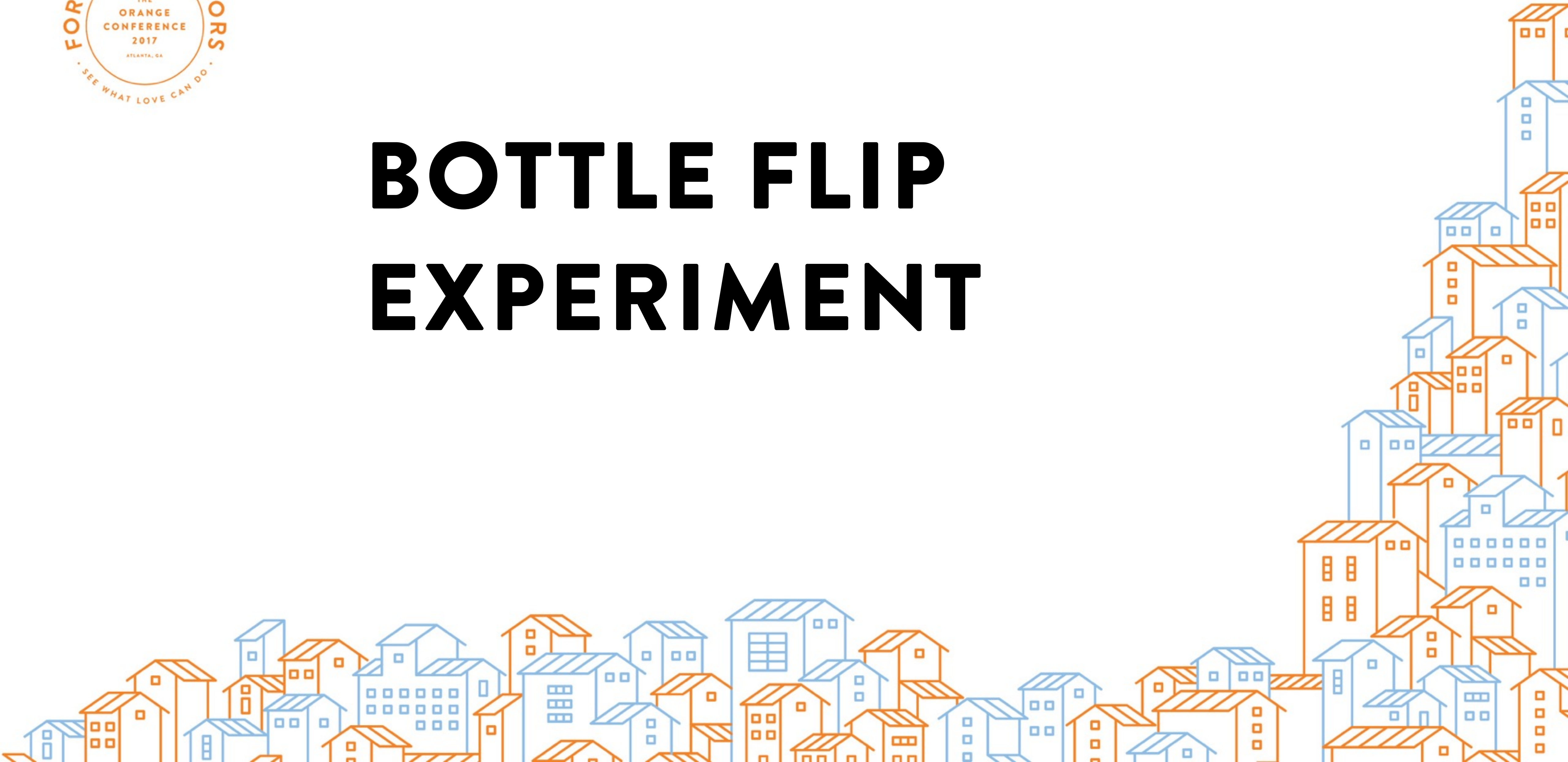
- **COMPETITION** (SCORE)
- **TENSION** (TIME)







# BOTTLE FLIP EXPERIMENT







# RECAP

WHAT DID YOU LEARN?







# LET'S PLAY

## THE FEUD







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