The ABCs of ARGs

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Summary

Alternate reality games (ARGs) are an engaging way to leverage game dynamics in a potentially lower cost, lower tech environment with an emphasis more on user experience and learning design to create an immersive learning experience. This session will allow attendees to learn about ARGs and have an opportunity to build their own ARG.

Presenter Bio

Koreen Olbrish, CEO, founded Tandem Learning to address an unmet need in the learning space. Applying her background in experiential learning and technology for education, Koreen advocates new ways of leveraging technology for enterprise learning with emphasis on performance improvement and behavioral change. She has strong ties to education, having received her MS in Curriculum and Instruction from Penn State University and helping start Freire Charter School in Philadelphia in 1999. The majority of her experience has been in the development of enterprise learning solutions, with particular expertise in simulations, serious games and the application of virtual worlds for learning.

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