E-mployability: training intercultural competencies with the help of Gamification

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Engaging with people from different cultures teaches students intercultural skills that help them:

- Grow personally;
- Become a global citizen;
- Boost their employability.

But *not everyone* has the option to go abroad...
However most of students have access to technology!

**What is Gamification?**
The use of game elements in non-game environments.

**What is an infotainment app?**
INFORMATION + ENTERTAINMENT
An infotainment app that gamifies cultural scenarios has a big propensity to be used by students because it’s interactive, accessible 24/7 and fun!
There are at least 3 easily identifiable areas where students’ cultural competencies can be honed to make them well-rounded global employees:

**DOING BUSINESS** with international clients and colleagues means avoiding cultural blunders;

**SOCIAL INTERACTIONS** at a global scale are important to building both personal and professional relationships;

**JOB HUNTING** practices vary tremendously and determine the entry point in one’s career.
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