

Section 3

Chapter 14 - From Videogames to Work: Interactive Languages and Three-Dimensional Environments as Reference Models in Tomorrow's Professions.

Case Scenario 2

Title: **Gamification in economic training events in Virtual Reality: the Unicredit case**

Description:

For the international bank Unicredit, Carraro LAB has developed an innovative virtual reality format applied to conferences and training courses. In the *Unicredit talk* events, with thousands of companies connected in *streaming*, thanks to contents created *ad hoc* with an immersive storytelling, the speakers were able to transport the audience into thematically identified virtual worlds. For example, the immersive relationship has been applied to agriculture with a trip to a mozzarella production line and in a vineyard, or to tourism with some advanced tourist experiences, or even in the third sector tele-transporting the public to a context of assistance, in *retail* with a path in the shop of the future. Another area of application was international *marketing*, through an educational video game dedicated to export.

Thanks to a virtual and interactive map, the public was able to participate with images from locations throughout Italy, and took part in the game in a mode of online competition.

The speaker brings the audience inside VR worlds thanks to projections synchronized with VR: the *speaker* visits virtual worlds in a subjective way and comments on them while the classroom sees



the same 3D tour on the big screen. This *Case History* offers a number of insights for the classroom development of Virtual Reality educational workshops.

The technology platform offers immersive experiences in the entire life cycle of the training event:

- *first*, with immersive campaigns and promotional content on the Web and *Social Media*;
- *during*, with immersive projections and relationships supported by Virtual Reality, viewers and *Oculus Room, Live Streaming* and 360 video;
- *after* - with 360-degree reportage, *cardboard* viewers and conference proceedings increased.

