



Gamification & Behavioral Hacks for a Smarter Event

Erasmus+ Blended Intensive Programme (BIP)

16-20 November 2026

Join us for the "Gamification & Behavioral Hacks for a Smarter Event"!

The Gamification & Behavioral Hacks for a Smarter Event Erasmus+ BIP program will take place between 16-20 November 2026 at the Faculty of Business, Babeș-Bolyai University (UBB) in Cluj-Napoca.

The program offers students the opportunity to work in international and interdisciplinary teams focused on designing innovative event solutions by applying gamification techniques, behavioral economics principles, nudging strategies, and event experience design.

Participants will explore how smart behavioral interventions can enhance attendee engagement, improve event experiences, stimulate participation, and create more sustainable and impactful events.

We invite you to become part of this dynamic learning experience that combines event management, marketing, consumer psychology, digital innovation, and experiential design in an international environment.

Why participate?

To gain technical competencies:		
Event Design & Management:	Develop practical knowledge in planning and delivering engaging events by integrating behavioral insights and participant-centered design.	
Gamification Applications:	Learn how game mechanics, reward systems, challenges, and interactive experiences can increase attendee motivation and participation.	
Consumer Behavior & Behavioral Economics:	Understand how event participants make decisions and how behavioral interventions can influence engagement before, during, and after an event.	
Marketing & Communication:	Design communication strategies that leverage behavioral triggers and gamified interactions to maximize participation and audience satisfaction.	
Data analysis:	Learn to analyze visitor data and feedback to improve tourism concepts and marketing effectiveness.	
Soft skills:		
Team collaboration	Communication skills	Creativity
Problem-solving	Adaptability	Intercultural awareness

Program details:

Duration: 5 days (November 16 -20, 2026)

Please note that the program starts on Monday morning. Arrival is therefore scheduled for Sunday, 15 November.

Location: Cluj-Napoca, Faculty of Business, UBB

Price: 130 euros (includes lunches, course materials, institutional visits, cultural and networking activities)

Successful completion of the program granted with 3 ECTS

You can apply for Erasmus+ scholarship for this BIP program at your home university to cover the expenses.

Practical information:

Prior to the trip online activities: Kick-off meeting and program presentation; initial lectures

During onsite week: Mix of business presentations, lectures, coached working sessions and final presentations of the teams' projects.

Social activities throughout the onsite week will be designed to foster intercultural understanding. Guided visit of Cluj-Napoca and Cultural dinner

Coordinators & lecturers:

Adina Negrusa, Valentin Toader, Monica Maria Coros, Marius Bota and guest professors from partner universities.

Motto: "Design smarter events. Influence behavior. Create memorable experiences."