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UNIVERSITY  
*of York*  
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Université  
de Strasbourg

The Pan-European  
Executive MBA

Open MBA Seminar  
by Mr Chris Liasidis  
23 September 2021

CITY College, University of York Europe Campus  
invites you to an Open MBA Seminar on

## "Gamification: The Contemporary Way to Engage Employees and Customers"

Thursday, 23 September 2021

19.00

Hilton Baku Hotel, Sevda Ballroom (2nd floor), 1B Azadlig avenue

### Speaker:

**Mr Chris Liasidis**

**Associate Professor**

**CITY College, University of York Europe Campus**

### Seminar Overview:

Gamification is used by brands to motivate employees, create healthy competition among teams, generate buzz or social proof, and encourage customer loyalty, among other benefits.

With a variety of techniques – some easy to implement, some requiring advanced planning, coding, or technical expertise – any business can use gamification to get better results and strengthen its Employer Brand Strategy, no matter what the goals are.

*The seminar will be followed by a cocktail reception.*

### **Who should attend**

This seminar is addressed to middle and top management executives.

### **Presentation of the Pan-European Executive MBA programme**

In the frame of the Open Seminar, participants will have the opportunity to attend a short presentation of the Pan-European Executive MBA programme, a prestigious MBA programme that leads to two MBA degrees awarded by the University of York, UK and the University of Strasbourg, France.

**The Pan-European Executive MBA will be launched in Baku in October 2021 by CITY College, University of York Europe Campus.**



Prof. Leslie Szamosi presents the Pan-European Executive MBA

There will be limited number of places. To book your place please **contact in advance** our Country Manager in Baku, **Ms. Nigar Hajiyeva** at **055 909 37 88** or at [nhajiyeva@york.citycollege.eu](mailto:nhajiyeva@york.citycollege.eu) or click on the registration form button below.

**Book your place now**

### **Important note!**

**Participants should hold a vaccination certificate to enter the hotel.**

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**CITY College, University of York Europe Campus**

Representative office in Baku: Almaz Park 2nd floor, 14 Hasan Majidov str, 1141 Baku, Azerbaijan

Tel: +994 55 909 37 88

E: [nhajiyeva@york.citycollege.eu](mailto:nhajiyeva@york.citycollege.eu)

[www.york.citycollege.eu](http://www.york.citycollege.eu)

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