

FACT SHEET

“iSpy: Operation Ethics Infiltration”

Description

iSpy, Operation: Ethics Infiltration is a pilot alternate reality game being played at the 18th National Government Ethics Conference.

The game rewards players for “model” conference behavior and practices such as networking, participation, and engagement with exhibitors and fellow attendees.

Purpose

The purpose of the game is to bring attendees together in fun and competition while enriching their conference experience. The game is constructed so as to provide opportunities for players to:

1. Expand their professional networks;
2. Apply knowledge gained via conference sessions;
3. Identify model practices for their own Ethics program;
4. Facilitate discussions on topical ethics issues;
5. Discover alternative training methods such as ARGs;
6. Most of all, have fun!

Product Adaptability

This alternate reality game was created mostly with tools on hand. Promotional and instructional videos were filmed using handy-cams and cell phones, pictures taken with employee cell phones, and other graphic design done in Power Point. In terms of adaptability, iSpy and other ARG’s are versatile and well-suited for scaling to accommodate groups of varying size.

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