

Contests

After launching Lynda.com, it's helpful to keep reminding learners about the ongoing opportunity to develop their skills. Try some of these contests. They're a fun way to maintain momentum and highlight Lynda.com courses across your organization.



Passport to learning

Choose your audience and select courses you want to share, or build and assign a Playlist. Create “passports” to track progress. Each course or video completed represents another step in your learners’ journeys. Reward learners by filling their passports with stamps or stickers. Enter top participants in a drawing for a restaurant gift card or other prizes.



Spin the learning wheel

You'll need to build or buy a spinning wheel. Then, offer participants an overview of Lynda.com and instructions on how to access courses. Ask participants questions about Lynda.com. For each correct answer, a participant gets a chance to spin the wheel. The person with the most points wins a prize.



Walk by, win

This contest is simple. If a manager walking past an employee’s desk spots that person viewing a Lynda.com course, that employee wins a prize.



I love learning BINGO

Create BINGO cards. In each box, include a question about Lynda.com that participants must correctly answer to fill in that box. The winner is the first to fill five boxes in a row in any direction and exclaim “I love learning!” instead of “BINGO!”



Build your own contest

Design your own contest and challenge people to get involved, drawing inspiration from the Lynda.com course [Gamification of Learning](#).