



RavingNEXT

INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

January 28th – 30th, 2019
Pechanga Resort Casino
Temecula, California

FOR MORE INFORMATION CALL 775-329-7864

Register Today @ **RavingNEXT.com**



Dear Conference Attendees and Sponsors,

As this 2019 brochure goes to press, I find myself reflecting on how imperative it is that operators, suppliers and Tribal agencies alike create and support a path for strong Native leaders to run their organizations. In the case of Raving and this conference, we recognize our obligation to help you achieve success through quality and relevant education.

But it's about more than just learning and leadership. As a Native-owned business, we recognize that Tribal gaming and our combined contribution is different than other industries. What we do impacts the futures of our children, our elders, our communities and our heritage. The unmatched spirit of giving demonstrated by our Tribal organizations has inspired us here at Raving to rededicate ourselves to helping build sustainable leadership and business strategy. This theme of support, passion and "why we do what we do" is echoed in the following pages through our keynote presenters.

You'll notice a couple of changes from last year. To begin with, we've lowered the price and created a full three-day program, with each day drawing upon what was learned in prior sessions. We also have a lot of new faces on stage and deep-dive sessions we've never touched on before.

Because our interactive format introduced last year received such rave reviews, we've added even more organized interaction between you and your peers and designed a more interactive classroom that includes:

- Interactive polling
- Attendee engagement program
- Pre-conference survey
- Opening Think Tank exercise
- Group roundtables
- Game-show learning session
- Plus, several organized networking events

Not everyone learns in the same way, and we want you to get the most out of your time with us. Please be sure to fill out the pre-event survey request when it comes your way, after registration. We'll then use that data to develop our first day "Think Tank" and make sure that we're addressing those hot buttons throughout the event so that each session is informative and engaging.

I hope you'll accept this personal invitation to join us in Southern California and be inspired, challenged, and enriched with the tools and knowledge you need to keep you—and your casino—fueled for 2019 and beyond.

See you in January,

Deana Scott
Raving CEO

P.S. Be sure to register by January 7 to save big on this three-day inclusive event!

AGENDA AT A GLANCE

SUNDAY, JANUARY 27

All day Explore Temecula!
4:00 PM – 6:00 PM REGISTRATION OPEN/HOTEL CHECK-IN

MONDAY, JANUARY 28

7:00 AM – 7:00 PM REGISTRATION OPEN
7:00 AM – 8:30 AM Breakfast Buffet in Exhibit Hall
8:30 AM – 10:30 AM Setting the Stage: Your Issues, Your Input, Your Conference
10:30 AM – 11:00 AM BREAK
11:00 AM – 11:45 AM Player Reinvestment: Is There a Secret Sauce to Avoid Over-Investment?
11:45 AM – 1:15 PM LUNCHEON KEYNOTE – How Data Science Changed Major League Baseball: What the Gaming Industry Can Learn from Batter Up!
1:15 PM – 1:45 PM BREAK
1:45 PM – 2:30 PM You're Missing Data! Leverage Player Research to Drive More Revenue
2:30 PM – 2:45 PM BREAK
2:45 PM – 3:30 PM Marketing the Casino Resort: How To Work with Your Community to Drive Incremental Revenue, Extend Stays and Increase Return Visits
3:30 PM – 3:45 PM BREAK
3:45 PM – 5:15 PM Take the Raving Challenge and Apply Your Skills to a New Industry: Wine-Blending, Team-Building and Marketing Competition
5:15 PM – 7:15 PM Welcome Gala Reception & Trade Show Opening

TUESDAY, JANUARY 29

7:30 AM – 8:30 AM Breakfast Buffet in Exhibit Hall
8:30 AM – 9:30 AM OPENING KEYNOTE – Milestones, Mission and Vision: Developing a Path for Tribal Leadership
9:30 AM – 10:00 AM NETWORKING BREAK
10:00 AM – 10:45 AM Test and Control: Why It's the Most Profitable Analytical Technique in Gaming
10:45 AM – 11:15 AM NETWORKING BREAK
11:15 AM – NOON Creating Intentional Culture: Outperform Your Competition and Attract and Maintain Amazing Talent
NOON – 1:30 PM LUNCHEON KEYNOTE – The Power of Understanding Consumer Expectations and the Principle of Behavioral Economics
1:30 PM – 2:30 PM NETWORKING BREAK
2:30 PM – 5:00 PM Speed Solutions in Small Group Roundtables: Learn from an Expert and Your Peers
5:00 PM – 6:30 PM Conversations and Cocktails

WEDNESDAY, JANUARY 30

7:30 AM – 8:30 AM Breakfast Buffet in Exhibit Hall
8:30 AM – 9:15 AM Creating a Power Relationship Between Marketing and Slots: How to Maximize Return and Minimize Over-Investment
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11:00 AM – 11:45 AM Incorporating Kiosks into Your Overall Marketing Strategy: Creating Profitable Guest Experiences Through Effective Planning and Execution
11:45 PM – 1:15 PM LUNCHEON KEYNOTE AND TRIBAL SPIRIT OF GIVING CELEBRATION
1:15 PM – 2:15 PM **A Story of Struggle, Recovery, and Giving Back**
2:15 PM – 3:00 PM FINAL NETWORKING BREAK IN EXHIBIT HALL
3:00 PM – 3:30 PM The Wild West of Digital Advertising: Does it Really Make a Difference to Your Bottom Line or do You Just Think You Need to be There?
3:30 PM – 4:15 PM BREAK
4:15 PM – 4:45 PM Marketing Strategies That Move The Bar: "Is the Promo Right?" Game Show
7:00 PM – 9:00 PM \$10,000 Raving Riches Giveaway
Flip-Flops, S'mores and Cocktails: Poolside Wrap Party

DETAILED SCHEDULE: MONDAY – WEDNESDAY

SUNDAY, JANUARY 27

4:00 PM – 6:00 PM

Registration Open & Hotel Check-In

MONDAY, JANUARY 28

7:00 AM

Registration Open

7:00 AM – 8:30 AM

Breakfast Buffet in Exhibit Hall

8:30 AM – 10:30 AM

Setting the Stage: Your Issues, Your Input, Your Conference

This three-day program is about fully understanding the top challenges you're facing in your broad roles as marketers and casino executives as well as identifying solutions and opportunities. We kick off the program with a two-hour "Think Tank" with a format unlike any other traditional conference. Get ready to roll up your sleeves, speak out, contribute, and absorb. Take advantage of the wealth of experience, education, and insight in the room.

In a roundtable format, we will undertake the critical issues based on data gathered from an attendee survey. After the conference, all attendees will be sent an exclusive report, summarizing the solutions developed during the morning's "Think Tank."

10:30 AM – 11:00 AM

Break

11:00 AM – 11:45 AM

Player Reinvestment: Is There a Secret Sauce to Avoid Overinvestment?

What is the current industry standard for player reinvestment? Is there really a magic number? How does this investment impact the lifecycle of the guest? Should it include hotel costs, entertainment, and comps?



Are some tiers a lower investment than others? How much do we want to invest in their worth? What is the percentage you want to give back? How do we value free play in the reinvestment rate?

In this session, we'll look at strategies that will help us avoid overinvestment. Tomorrow, we'll cover how to test your strategy to avoid over-investing.

Takeaways:

- How to value free play and non-gaming revenue in reinvestment calculations
- How to approach reinvestment from a guest lifecycle perspective
- How to make room for reinvestment that is planned and expected by the guest paired with offers that surprise and delight

Presenter: Nicole Barker, Senior Raving Partner, Database & Loyalty Marketing

11:45 AM – 1:15 PM

LUNCHEON KEYNOTE

How Data Science Changed Major League Baseball: What the Gaming Industry Can Learn from Batter Up!



Even if you're not a baseball fan, or maybe not even a data geek, most folks found the movie Moneyball fascinating. In the film, Oakland A's general manager Billy Beane (Brad Pitt) challenges the system and defies conventional wisdom when he is forced to rebuild his small-market team on a limited budget, using data analytics to forever change the way the game is played and the way many major league front offices do business. The movie is based on Michael Lewis's best-selling book, "Moneyball: The Art of Winning an Unfair Game."

Nearly two decades later, data scientists are now impacting how casinos are making decisions and courting their guests. And there's yet another connection; with sports betting now legal, will more of our guests be demanding even more data?

Taking the stage for this entertaining keynote is Ari Kaplan, a leading figure in sports analytics who created the Chicago Cub's analytics



department and now works with over half of all MLB organizations and many global sports media organizations. Ari's baseball career spans 30 seasons and Sports Illustrated named him a "Top Ten General Manager Candidate." He also received Caltech's "Alumni of the Decade" distinction for pioneering groundbreaking sabermetrics used to evaluate pitcher talent.

Ari is one of the few long-term baseball leaders with a proven track record at Fortune 500 companies and has successfully served several high-profile organizations as CEO or President. On the media front, Ari co-authored five best-selling books on analytics, databases, and baseball. Ari's work has been profiled on CNN, Chris Matthews, and the Today Show, and one of his high-profile analytics projects was turned into a History Channel documentary.

Presenter: Ari Kaplan, Sports Analytics

1:15 PM – 1:45 PM

Break

1:45 PM – 2:30 PM

You're Missing Data! Leverage Player Research to Drive More Revenue



You already know a lot about what your players are doing while at your casino. How much do you know about what they're doing otherwise? Where else in your market do they gamble, and how much? What percent of your active players' total gaming budget do you get? How can you layer your research and database to potentially drive more revenue from existing players? And, if they are no longer as active, what happened?

Takeaways:

- Explore the advantages of taking a market view
- Learn the tension between loyalty and opportunity
- Enhance your understanding of individual players' gaming behaviors
- Rethink your strategy about which players to incentivize

Presenter: Sara Hart, Ph.D., Director of Research, InfoSearch International

2:30 PM – 2:45 PM

Break

2:45 PM – 3:30 PM

Marketing the Casino Resort: How To Work with Your Community to Drive Incremental Revenue, Extend Stays and Increase Return Visits

Tribal Casinos are now fully integrated resorts. Have you created those relationships not only in your community, but with other businesses to drive incremental revenue and increase return visits? How do you leverage and embrace activities outside of the casino as a partner rather than a competitor? How do you create a seamless experience for your guests, even outside of your property?

In this session, you'll learn strategies for working with your Convention and Visitors Bureau, local businesses, and other travel and tourism resources.

Takeaways:

- Leave with insider tips for working and negotiating with community organizations
- Discover new strategies to drive incremental revenue through partnerships
- Learn ways to drive hotel occupancy during non-peak times

Moderator: Deana Scott, Raving CEO

Panelists:



Scott Wilson, Director of Hotel Sales, Pechanga Resort Casino



Jeff Littrell, Director of Catering and Events, Wilson Creek Winery and Vineyards



Mark Astone, Strategic Raving Partner, Branding, Advertising and Media Services and CEO, Catalyst Marketing Company

3:30 PM – 3:45 PM

Break

3:45 PM – 5:15 PM

Take the Raving Challenge and Apply Your Skills to a New Industry: Wine-Blending, Team-Building and Marketing Competition

As marketers, we need to brand and develop diverse outlets and products. In this hands-on session, attendees will work together to develop and market a product. This creative exercise will allow you to work with your peers on a wine-blending competition conducted by local, family-run, award-winning Wilson Creek Winery. Think you've got the skills? Don't miss this fun learning and team-building event.

5:15 PM – 7:15 PM

Welcome Reception & Trade Show Opening

Continue the conversations started during your first day of learning with your fellow attendees, sponsors, and presenters while enjoying drinks and hors-d'oeuvres. Explore the quality marketing and analytics products and services of exhibitors prepared to show you additional ways to grow your gaming business. This reception is a perfect icebreaker for two more days of rigorous learning and relationship building!



TUESDAY, JANUARY 29

7:30 AM – 8:30 AM

Breakfast Buffet in Exhibit Hall

8:30 AM – 9:30 AM

OPENING KEYNOTE

**Milestones, Mission and Vision:
Developing a Path for Tribal Leadership**



After decades of planning and a lengthy legal battle, the Cowlitz Tribe opened a gaming, dining, entertainment and meeting destination, ilani, just 25 miles north of Portland, in April of 2017. In the forefront, leading a team of more than 1,500 employees and representing over 4,000 members of the Cowlitz Tribe is Kara Fox-LaRose. In this candid keynote, Kara will share how she started her career in gaming with her Tribe's flagship casino, Mohegan Sun, in Southeastern CT, and the opportunities, support and challenges she's encountered along the way.

As some Tribes still struggle to create a path for strong Native leaders to run their organizations, Kara's story will highlight her unique position as the leader of a joint venture between two Tribes. Expect an honest discussion of how she's stretching herself, her team and her organization to make a difference, not only for shareholders, but to the future of the Tribal gaming industry.

Presenter: Kara Fox-LaRose, President and General Manager, ilani

9:30 AM – 10:00 AM

Networking Break

10:00 AM – 10:45 AM

**Test and Control: Why It's the Most Profitable
Analytical Technique in Gaming**



Have you ever rolled out an offer in your newsletter without testing beforehand and destroyed your revenue for an entire month because your guest segment did not respond well? Have you ever discovered through proper testing that you could get the same result from a \$10 offer than you do from a \$15 offer?

Through "test and control" methods, attendees will learn why it is such a valuable tool to ensure positive marketing ROI. Using real-life case studies, Lynette will guide you through how to best implement test and control methods at your property using your reinvestment strategy; demonstrate how to minimize potential negative impact and accurately measure the results. This session builds upon Nicole Barker's Player Reinvestment session of the previous day.

Takeaways:

- Understand the benefits of using this tool at your property
- Create the steps to execute test and control methods
- Learn how to measure your results

Presenter: Lynette O'Connell, Raving Partner,
Data Science and Integration

10:45 AM – 11:15 AM

Networking Break

11:15 AM – NOON

**Creating Intentional Culture:
Outperform Your Competition and
Attract and Maintain Amazing Talent**



There are numerous programs and strategies we expect our team members to fulfill: guest service, performance improvement initiatives, safety programs, etc. Yet, we continue to wonder why high turnover persists, why our team isn't meeting guest service benchmarks, and why we're not meeting our numbers. While we think it's out of our control, there is a process to improve it: a deep dive into building an intentional culture within your organization.

Culture happens no matter what; you can either roll the dice or create it. In this session, learn how you can ensure your organizational truths are consistent throughout and how to define and measure them to drive ultimate performance.

Presenter: Paula Allen, Raving Partner,
Leadership and Tribal Development

NOON – 1:30 PM

LUNCHEON KEYNOTE

**The Power of Understanding Consumer Expectations
and the Principle of Behavioral Economics**



Data monitoring tools may aid in the development of more sophisticated guest profiles, and behavioral analytics can help you understand their interactions with brands online. However, are you getting it right? Today's gambler is neither exclusively online or offline, so how do you form a better understanding of their expectations and preferences across all channels? How do you know what makes them loyal? And how do you drive them to return more often?

Humans are complex, and merely reflecting them through data — even big data — might be too limiting. For years, the marketing and research world tried to convince us that more data would be the solution to more predictability, as better models could tell us when, who, where, and what. Although we've come closer, we still don't know why people do the things they do or will do in the future. This session will explore and explain how understanding individual expectations and the principle of behavioral economics will impact the future of marketing, guest engagement, retention, and loyalty.

Leading this discussion is Christian Goy, co-founder and managing director of the Behavioral Science Lab. As an opera-loving, ex-professional athlete, two-time Hall of Fame inductee, and sub-four-minute miler, Christian was raised in East Germany, overcame adversity, and fell in love with design thinking and the importance of how people make decisions. This appetite led him to help pioneer behavioral economic research tools that are applied to product innovation, marketing, economic development and other business applications today.

Presenter: Christian Goy, Co-Founder and Managing Director,
Behavioral Science Lab

1:30 PM – 2:30 PM

Networking Break

2:30 PM – 5:00 PM

**Speed Solutions in Small Group Roundtables:
Learn from an Expert and Your Peers**

Based on overwhelming feedback from last year's conference, you found great value in learning from your peers, addressing your individual pain-points, and sharing in interactive roundtables. As a result, we're introducing Raving's Speed Solutions. You'll choose your top areas that you'd like to explore. It's fun, it's dynamic, and you'll be busy getting answers and taking notes from an expert and your peers. You'll have just under 20 minutes at each table, so, split up your teams, choose your highest priority issues, and let the speed solutions fly!

Speed Solutions topics include:

- Marketing without amenities – **Tom Osiecki**
- Connect your hosts to your marketing efforts – **Janet Hawk**
- Techniques for yielding hotel rooms to drive more play – **Brett Magnan**
- Tele-selling to increase revenue from your top players – **Daniel Wood**
- Reputation management tools and resources – **Justin Shank**
- Variable and automated printing and email – **Tami Jones**
- Newest trends and applying digital marketing – **Mark Astone**
- Free play and reinvestment strategies – **Nicole Barker**
- System secrets: pull the data you want without spending more – **Lynette O'Connell**
- Research that can help you be more efficient and profitable – **Deb Hilgeman**
- Keys to creating a high-performing PD team – **Steve Browne**
- Gamification ideas to drive ROI – **Jerry Epstein**
- Casino entertainment strategies for Tribal casinos – **Kell Houston**
- Best cloud-based solutions for gaming – **Bill Harrison**
- Connect marketing and gaming operations – **Kevin Parker**

5:00 PM – 6:30 PM

Conversations and Cocktails

After a long day of learning, it's time to relax with your fellow attendees and presenters under the stars. Didn't get a chance to ask a question during a session? Want to get the real inside scoop on free play or what you really should be paying for entertainment? Or maybe you're interested in hearing what it's like to be an analyst in a possible relocation region? Our presenters are approachable, and you can learn a lot from your peers. So be sure to join us on the magical Garden Terrace overlooking the Temecula Valley for a relaxing, rewarding evening!

WEDNESDAY, JANUARY 30

7:30 AM – 8:30 AM

Breakfast Buffet in Exhibit Hall

8:30 AM – 9:15 AM

Creating a Power Relationship Between Marketing and Slots: How to Maximize Return and Minimize Over-Investment

The challenge: How do we bridge the gap between slots and marketing to ensure we are maximizing our return and minimizing redundant reinvestment? What does alignment between slot operations and marketing look like? How can metrics be shared more efficiently? And ultimately, how can our guests benefit from this unified form of decision-making? Top minds who are working feverishly to cross the chasm between two robust silos share their forward-thinking methods for success.

Takeaways:

- Develop a better understanding of the different forms of player experience at the slot machine
- Understand how to incorporate theoretical hold to develop better performance metrics
- Consider what's next for slot segmentation to deliver more timely and relevant incentives
- Establish steps to prepare for and celebrate slot floor changes without blindsiding guests

Moderator: Kevin Parker, Raving Partner, Gaming Operations & Technology

Panelists:



Michael Minniear, Assistant Director of Business Strategy Development, Pechanga Resort Casino



Trevor Taylor, Business Development, Gaming Operations & Marketing Executive



Nicole Barker, Senior Raving Partner, Database & Loyalty Marketing

9:15 AM – 9:45 AM

Networking Break

9:45 AM – 10:30 AM

Free Slot Tournaments and Mega Slot Tournaments: Players Love Them, But Do They Work?

Invitation-only, private traveling and mega slot tournaments are great fun for our players, induce camaraderie and add a level of energy to our gaming floor. However, do they drive additional play? And what are the best strategies to evaluate their impact on your bottom line? In this session, we'll discuss when it makes sense to incorporate a tournament bank into your slot floor and how to blend this into your overall marketing mix.

Takeaways:

- Begin utilizing slot tournaments around different promotional ideas
- Learn how to use them to drive more trips
- Equip yourself with the right questions to ask your vendor

Moderator: Deana Scott, Raving CEO

Panelists:



Amanda Hopkins, Director of Marketing, Sky Ute Casino Resort



Julia Kelly, Director, Creative Marketing and Promotions, TournEvent® by Everi



Kevin Parker, Raving Partner, Gaming Operations & Technology

10:30 AM – 11:00 AM

Networking Break

11:00 AM – 11:45 PM

Incorporating Kiosks into Your Overall Marketing Strategy: Creating Profitable Guest Experiences Through Effective Planning and Execution

The goal of kiosks is to drive incremental gaming revenue, improve efficiency, and create a better winning atmosphere for your guests, and you'll find them on just about every gaming floor. But how do you know if you need one?

Loyalty kiosks provide an assortment of opportunities to use alternative valuation factors to deliver a win or "wow" factor to high-frequency guests who may not win on the gaming floor. However, how do you ensure that you aren't just creating another giveaway and,



therefore, over-investing in your players. How can a property use them more effectively, avoid lines at the club booth, and keep from migrating high-value guests to stand in line at the promotional kiosk? And how can loyalty kiosks make your property more profitable while simultaneously enhancing the overall guest experience?

Takeaways:

- Discover new ways to incorporate kiosks into your marketing mix
- Learn how to best reward lower value/high-frequency players through kiosks

Presenter: Trevor Taylor, Business Development, Gaming Operations & Marketing Executive

11:45 PM – 1:15 PM

LUNCHEON KEYNOTE AND TRIBAL SPIRIT OF GIVING CELEBRATION

A Story of Struggle, Recovery, and Giving Back

At this special luncheon, we put down our pens, stop taking notes, and put thoughts of spreadsheets and post-formas aside to consider what fuels us to connect with others; to be the best version of ourselves; to give more to our families, friends, and fellow team members; and how we seek joy each day even during hardship.

We are honored to have Retired Army Staff Sergeant, Ian Newland, enrolled member of the Chiricahua Apache Nation, share his story of recovery, motivation, and determination and how he is paying it forward.

Ian joined the Army after being impacted by the 9/11 terrorist attacks. On his second deployment to Iraq in August 2006, while assigned to the bloody NE sector of Baghdad, his unit would become the hardest hit unit in 20 years.

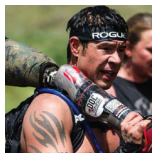
Ian was severely injured and what followed was years of physical pain, life-threatening post-traumatic stress disorder, and depression. But through it all, he learned something about himself—he is a survivor. And he's now using his experience to help others.

Following this keynote presentation, we will recognize team members and their organizations that participated in the Tribal Spirit of Giving Award program by saluting those who have also “paid it forward” by going above and beyond the work they do for their gaming organizations.

Presenter: Retired Army Staff Sergeant, Ian Newland

1:15 PM – 2:15 PM

Final Networking Break in the Exhibit Hall



2:15 PM – 3:00 PM

The Wild West of Digital Advertising:

Does it Really Make a Difference to Your Bottom Line or do You Just Think You Need to be There?

In the world of digital marketing, there are a lot of choices to convey your message. What tactics are the most effective—and cost effective? What should you be paying for your SEM, display and pre-roll? How do you segment your markets to measure your campaigns? How is OTT (over the top) affecting the way we advertise? Join us to learn how to push your digital advertising to the limit utilizing the latest proven techniques that will give you an upper hand on the competition. We will discuss the best use for each medium, how to target gamers, and how to segment your markets to correlate your efforts back to gaming revenue. Don't miss out on this amazing opportunity to enhance your digital marketing.



Mark Astone, CEO,
Catalyst Marketing Company



Vikki Pass, Senior Media Director,
Catalyst Marketing Company



Josh Williams, Client Services Director,
Catalyst Marketing Company

3:00 PM – 3:30 PM

Break

3:30 PM – 4:15 PM

Marketing Strategies That Move The Bar:

“Is the Promo Right?” Game Show

Are you beating your head against the wall trying to come up with new promotions? Are you driving additional trips and engaging new players? Are your promotions truly moving the bar? Welcome to “Is the Promo Right,” the interactive learning game show where our celebrity host will lead contestants through a series of challenging questions on casino marketing promotion strategies applicable to your Tribal gaming operation. Plus, the final contestant is guaranteed one of four seats in the Raving Riches Giveaway for a chance to win \$10,000!

“YOU PULLED TOGETHER AN IMPRESSIVE GROUP OF PASSIONATE MARKETERS AND VENDORS ... KNOWING HOW THIS COMMUNITY IMPACTS THE LIVES OF MANY YOUNG PEOPLE IS POWERFUL. THANK YOU!”



4:15 PM – 4:45 PM

\$10,000 Raving Riches Giveaway
Sponsored by Engaged Nation



Introduced in 2018, we created Raving's engagement laboratory, Raving PLAY. Through this online gaming software, attendees learn about the conference and each other before and during the conference through social games to move involvement beyond passive learning. By providing opportunities for attendees to connect with everyone from presenters and fellow gaming executives to exhibitors, the experience becomes more fun and less intimidating. And the more you engage, the more entries you receive toward your chance to become a contestant in the \$10,000 Raving Riches Giveaway. Four attendees will walk away with cash... will one of them be you?

7:00 PM – 9:00 PM

Flip-Flops, S'mores and Cocktails: Poolside Wrap Party

Pack your flip-flops and your favorite sweatshirt—it's summer somewhere! The Poolside Wrap Party is free for all conference attendees and sponsors, and there's no registration required! We'll have the fires going, melted chocolate and marshmallows for deluxe smores, cocktails, and cool music to transport attendees away from winter doldrums to your happy place.

Come and celebrate all the learning and solidify the new bonds you've made over the last three days. Trust us, you can't attend the conference without staying for this event! You've worked hard, so let your hair down and the storytelling and new friendships begin under a starry sky.

SPECIAL PROGRAMS

TRIBAL SPIRIT OF GIVING CELEBRATION & PROGRAM ENTRY INFORMATION

Your entries are free – tell us your story today

We know that simply by performing your job as a team member of a Tribal casino, you're providing resources to care for Tribal elders, education and careers for Tribal children and income and benefits to your community. We celebrate all you do above and beyond your job description for the betterment of your customers, your communities and your employees.

Our Tribal Spirit of Giving Program and Celebration was created in 2015 to recognize and promote our efforts to educate and inspire! We encourage tribal properties to share special events, acts of generosity, and good works that have improved the lives of their communities. Because the more we hear about people helping people, the more the energy spreads.

The submission process is simple and FREE. Beginning October 1st, just upload pictures/videos and a short description about your Tribal organization's good works. Go to www.ravingnext.com to submit your entries.

After the submission window closes in December, subscribers can use the website to view their favorites to vote on their top five.

We recognize and salute all of the casino participants who have shared their story. We will further celebrate all entries at a special luncheon on Wednesday, January 30 at the Raving NEXT Conference. Even if you're not a conference attendee, you can still attend the lunch, which will feature a motivational speaker at the lunch.



**The Tribal Spirit
of Giving Celebration**



TRIBAL SPONSORSHIP AND MENTORSHIP PROGRAM 2019

It's critical for Tribal members to engage in discussions about the future of this complex, competitive industry. As a Native-owned business, our goal is to secure opportunities for future leaders to have a seat at the table.

Raving is offering FREE attendance for up to five Tribal members to Indian country's largest and longest running conference. Scholarships will cover the full, three-day conference pass but not include lodging or meals outside of the event.

HOW TO APPLY

Eligibility: Any person who is a member of a federally recognized Tribe and currently in a formal Tribal member development or training program. Must be 21 years or older.

Process: Applicant must submit the following:

- A resume and one page letter stating your desire to participate in the program.
- A letter from your supervisor of eligibility and their commitment to pay for all travel expenses, hotel and meals (not provided outside of the conference event).
- A copy of your Tribe's formal program guidelines and curriculum.

Send these letters via email to Deana Scott, CEO, Raving Consulting, deanascott@ravingconsulting.com no later than **December 1, 2018.**

Selection: A panel of Tribal leaders will select up to five participants, and all participants will be notified via email no later than **December 15, 2018.**



“The Tribal Scholarship and Mentorship Program was a fantastic experience. While the opportunity to attend Raving’s word-class training was itself incredible, the chance to network with so many people, including CEOs of industry-leading companies, professionals on the cutting edge of marketing research, and even an astronaut, was truly invaluable. Compounding this was the opportunity to work with the Raving team, each of whom treated me with great warmth and gentle guidance. I was very fortunate to be able to take part in this program, and I strongly encourage any and all young Native professionals to do the same.”

–Caden Chase, Marketing Coordinator, Indigo Sky Casino & Resort



STAY AT OUR HOST PROPERTY: PECHANGA RESORT CASINO

To stay at our host property, please call Pechanga Resort Casino, Temecula, CA no later than January 11, 2019. After this date, room rate and availability are not guaranteed. Saturday rooms are very limited.

Group Code: “7150441” or “Raving’s National Indian Gaming Conference”

Rate: \$159 per night if booked by January 11, 2019

Reservations: Call 1-888-732-4264

Pechanga Resort Casino can be accessed from either San Diego International Airport (SAN) or Ontario International Airport (ONT). Both airports are about 60 miles from the resort. Your options are to rent a car or take a paid shuttle service such as www.goairportshuttle.com or www.supershuttle.com. The casino DOES NOT offer a free shuttle service.



PECHANGA
RESORT CASINO

FREQUENTLY ASKED QUESTIONS

I’m submitting a budget – what does my conference pass include?

For attendees of Raving NEXT: Indian Gaming Analytics & Marketing Conference, your conference pass includes:

- Course materials
- Beverages and heavy hors d’oeuvres at Monday’s Welcome Reception
- Morning breakfast, afternoon snacks and lunch on Monday, Tuesday and Wednesday
- Cocktail Reception on Tuesday evening (beverages provided)
- Raving Insider Party on Wednesday evening (beverages provided)
- Access to the tradeshow floor all three day
- Eligibility for prize giveaways during the final session

Your conference fee does not cover hotel room, other transportation, or evening dinners.

When should I arrive and depart?

Quick answer: We recommend that you arrive Sunday night for an early morning start and depart Thursday morning.

Long answer: Plan on picking up your registration materials between on Sunday, January 27, 4 PM – 6 PM or Monday, January 28, 7 AM – 8:30 AM. The learning program starts at 8:30 AM sharp Monday and ends at 5:15 PM, followed by a two-hour reception on the tradeshow floor from 5:15 PM – 7:15 PM. This reception is a valuable opportunity to get to know the presenters and fellow attendees, and explore the tradeshow.

Note: Don’t skip out early on Wednesday in order to catch your plane; we save our most explosive sessions and prize giveaways for Wednesday afternoon, and our final night party is an attendee favorite.

What do I wear?

Most folks wear business casual. If you like dressing up a little, then the Welcome Reception would be a good night for first impressions. On the last evening, at the Insider Party on Wednesday, wear whatever you'd wear out "clubbing"; jeans are just fine too. And, just like Goldilocks experienced, the conference and breakout rooms are sometimes too hot or too cold, so bring a cover-up.

Do I need to prepare anything? Should I bring a laptop?

You will be given a complete course book with plenty of note pages. There's wireless in the conference room. We'll have an interactive feature at our conference that you can access through your phone or laptop.

Are there evening activities after the conference sessions?

Oh yeah, we have lots going on: Welcome Reception (Monday); Conversations and Cocktails (Tuesday); Final Night Wrap Party (Wednesday).

Should I bring promotional items from my casino to share?

Absolutely! If you have some cool branded merchandise, we will utilize them as prizes and giveaways. This is a great way to clean out your promotions closet, and send your new friends home with some swag!

What kind of food will you be serving?

We'll be serving breakfast (buffet style) and plated lunches (chicken and/or beef). If you have any special dietary needs, please email Chris ahead of time (chris@ravingconsulting.com). We also provide healthy snacks during the afternoon.

What's the registration process?

Register online, by phone, by email, or by snail mail. Use a credit card, send a check, use a PO – you're not counted as "in" until we get your final payment, which is due prior to the conference. As soon as we receive your registration information, we'll send you a confirmation via email within one working day. If someone else is registering you, it's important that they also list your email address, as that's our primary way of communicating any updates to you. Remember, you need to book your hotel and transportation separately.

I have some specific goals for attending this conference, and I want to make sure that I leave with a good understanding of the topic. Can I book one-on-one time with the presenters? Will they be hanging around?

Half-hour (\$65) and one-hour coaching sessions (\$125) with our experts can be booked prior to the show by emailing Amy Hergenrother at amy@ravingconsulting.com. Time slots are very limited, so it's best to do this at the time of registration. We recommend this to attendees who want quality, dedicated time. If you don't need one-on-one time, most of our presenters are on-site during the entire conference, and love to chat with attendees. We encourage you to sit down with them at lunch, join them for a cocktail, or share a coffee break with them at a networking event. Can't make the conference, or need answers NOW? Want ongoing support? Ask Amy about our Coaching by Teleconference Program. Call her at 775-329-7864, or email her at amy@ravingconsulting.com.

When will the exhibit hall be open, and what makes visiting worth my time?

The exhibit hall will be open starting on Monday night, during the Welcome Reception from 5:00 PM – 7:15 PM, and from morning to afternoon on Tuesday and Wednesday. These exhibitors are offering marketing-centric services; so unlike going to a large tradeshow, you spend quality time with a targeted group.

If you haven't picked up on our mantra yet, here it is: we believe that to be the best casino executive that you can be, you need to expose yourself to a variety of resources, including fellow attendees, presenters in the classroom and during networking sessions, as well as exhibitors. Even if you're not looking for a particular product at this time, suppliers might get you thinking about what you should be asking of your current vendors, as well as how their products/services might help you be more successful in your role. To encourage you, we will reward attendees who visit with all of the exhibitors chances to win great prizes.

I am arriving early for some "play time" – is there anything within walking distance of the casino, or do I have to rent a car?

If you are interested in exploring the surrounding area, we suggest that you rent a car. Check out www.visittemeculavalley.com.

Got more questions?

You can always email or call Christine Faria at chris@ravingconsulting.com / 775-329-7864.



Together We Can Make A Difference

As a long-term partner with the Notah Begay III Foundation (NB3F), we're dedicated to helping the 50% of Native youth who currently face a life of obesity and health problems, including type 2 diabetes. Because we know that kids learn from their parents and adults, we're paying special attention to the meals, snacks and beverages provided during this event. And as we do every year, a portion of every Raving Next attendee registration (as well as other functions throughout the year) is being donated directly to NB3F.



About Raving Play

Conference attendees play games and earn points for prizes and drawings before and during the conference. Did you attend a session? Points! Meet with a vendor? Points! Make a new friend? Points! There are countless ways to boost your score, and guess what? These points give you raffle tickets for a drawing for REAL cash.

We coach our casino clients to “engage” with their patrons more and more. It’s the 21st century after all, right? Build loyalty on the floor, off the floor, as well as off-property. But what does this really mean? We’ve created our own “engagement laboratory” for our conference attendees by using software that is available to your casino right now – compliments of gamified marketing leaders and Raving Partner, Engaged Nation.

Closer to the conference, we’ll post a link so you can start playing games and earning points towards valuable coupons from our host property and prizes from our sponsors that you can use while you’re on-site, as well as earn entries into our final drawing for amazing CASH at the last session of the conference.

THANK YOU TO OUR SPONSORS AND EXHIBITORS



REGISTRATION

To qualify for Group or Corporate rates, all registrations must arrive together.
If you need to register more than one attendee, please photocopy this form and submit as a group.



REGISTER ONLINE AT WWW.RAVINGNEXT.COM | CALL IN YOUR REGISTRATION: 775-329-7864
REGISTER BY MAIL: RAVING, 5470 LOUIE LANE, SUITE 102, RENO NV 89511

Attendee Name: _____
Title: _____
Email: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Extension: _____ Fax: _____

SEND CONFIRMATION TO (if different than above)

Name: _____ Title: _____
Email: _____ Phone: _____

Raving NEXT: Indian Gaming Analytics and Marketing Conference, January 28 – 30, 2019

REGISTRATION FEES PER PERSON	ON OR BEFORE JANUARY 7	AFTER JANUARY 7	QUANTITY	TOTAL
Individual Rate	\$1950	\$2199		
Group Rate (4 or more from the same company)	\$1750	\$1999		
Promotion or Special Discount Code				
A portion from every attendee registration is donated to the Notah Begay III Foundation.				GRAND TOTAL

RSVP TO COMPLIMENTARY EVENTS

☐ Tuesday Conversations and Cocktails

☐ Wednesday Raving Insider Party

PAYMENT

☐ Bill Me – PO # _____ ☐ Check # _____ ☐ Credit Card – VISA / MC / AMEX
Card Number _____ EXP _____ 3-Digit Security Code _____
Name on Card _____ Zip Code _____
Mailing Address (if different than above) _____

PLEASE SUBMIT PAYMENT INFORMATION TO:

Raving
5470 Louie Lane, Suite 102
Reno, NV 89501
conference@ravingconsulting.com
(775) 329-7864

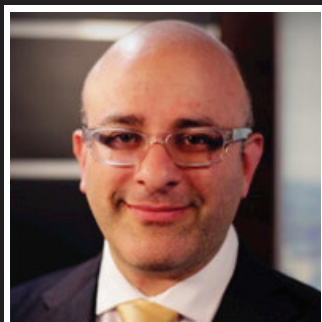
Need more information? Contact us at conference@ravingconsulting.com or 775-329-7864. As soon as we receive your registration form, you will receive a confirmation via email and US post. Cancellations must be received in writing no later than 14 days in advance of the event and are subject to a \$100 processing fee. Less than 14 days – registration fees are nonrefundable, but may be transferred to another individual in the same company.



5470 Louie Lane, Suite 102
Reno, NV 89511



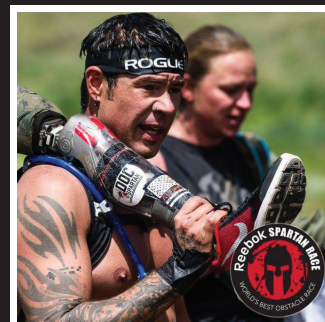
KEYNOTE SPEAKER
Kara Fox-LaRose



KEYNOTE SPEAKER
Ari Kaplan



KEYNOTE SPEAKER
Christian Goy



KEYNOTE SPEAKER
Ian Newland

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INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

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