

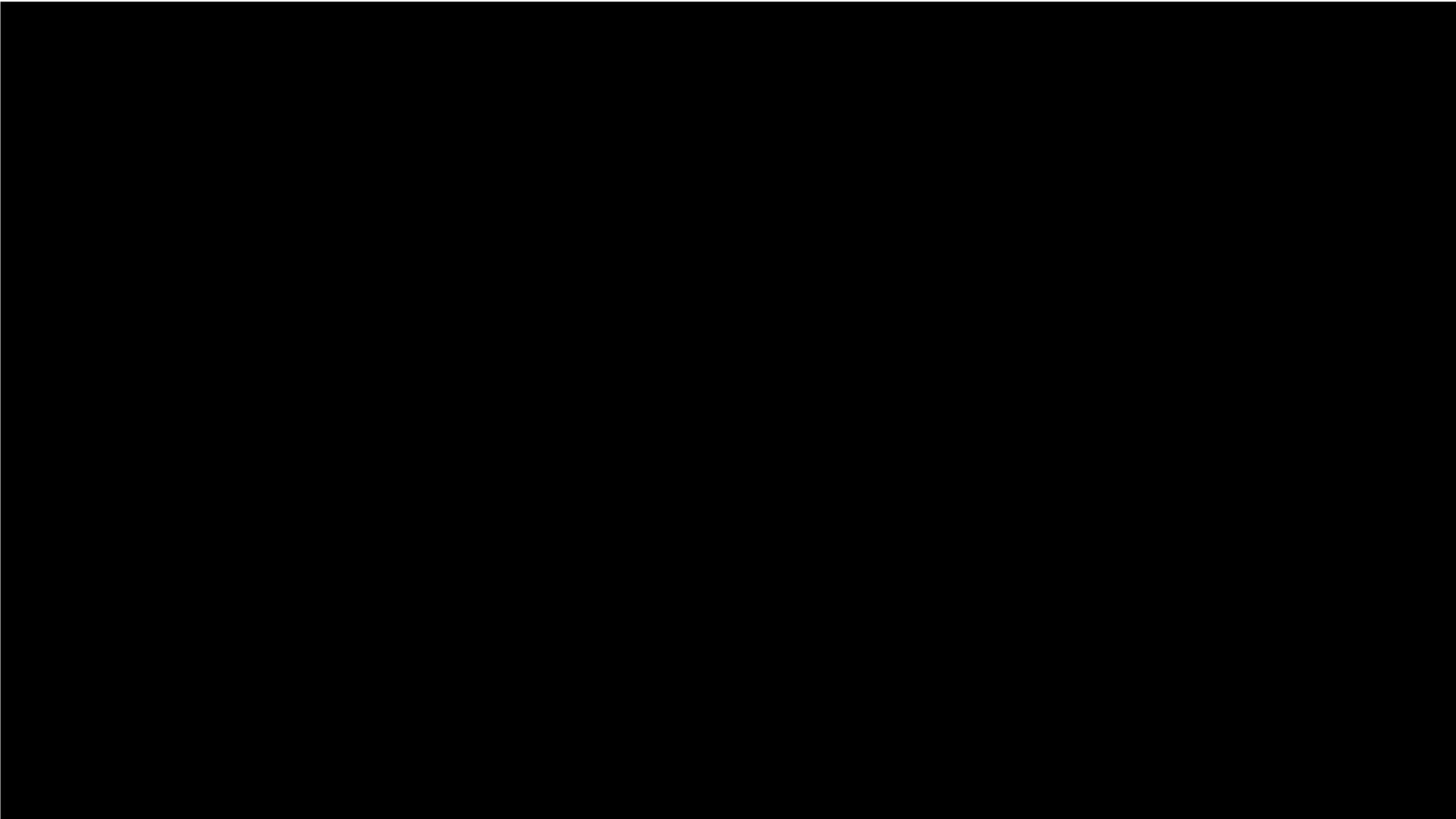
Creating a Power Relationship Between Marketing and Slots: How to Maximize Return and Minimize Over-Investment

Moderator: **Deana Scott, Raving CEO**

Panelists: **Michael Minniear, Assistant Director of Business Strategy Development,
Pechanga Resort Casino
Nicole Barker, Senior Raving Partner, Database & Loyalty Marketing
Kevin Parker, Raving Partner, Gaming Operations & Technology**

Wednesday, January 30
8:30 am – 9:15 am

Raving
NEXT



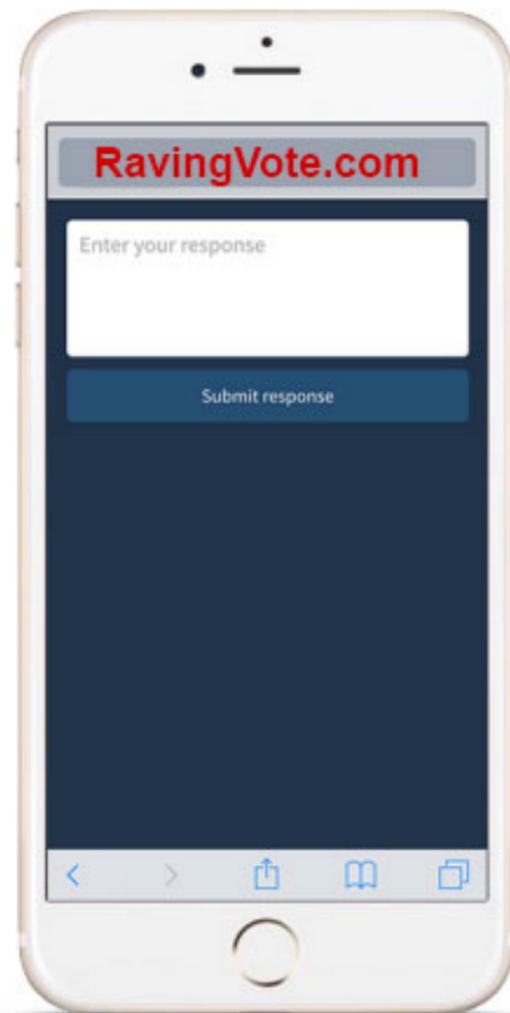
Lets Get Ready to Rumble!



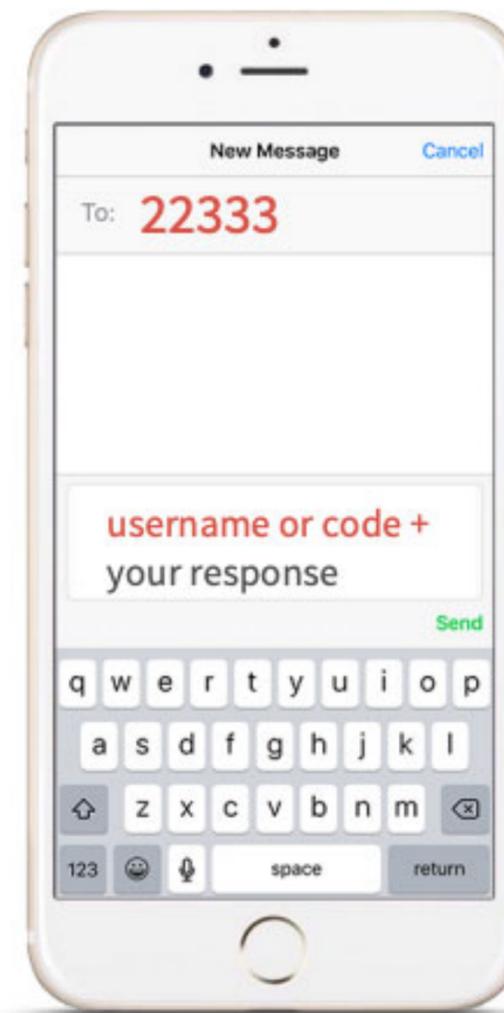
Go to RavingVote.com or text RAVING to 22333

Web Enabled Device

SMS Text Messaging

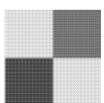
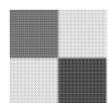


Web voting



Text voting

wifi login: Diamond Network
wifi password: Pechanga777



Roving **NEXT**

At your property, does the marketing department assist in determining the slot floor mix and hold?

**VIEW END OF REPORT FOR
POLLING RESULTS**

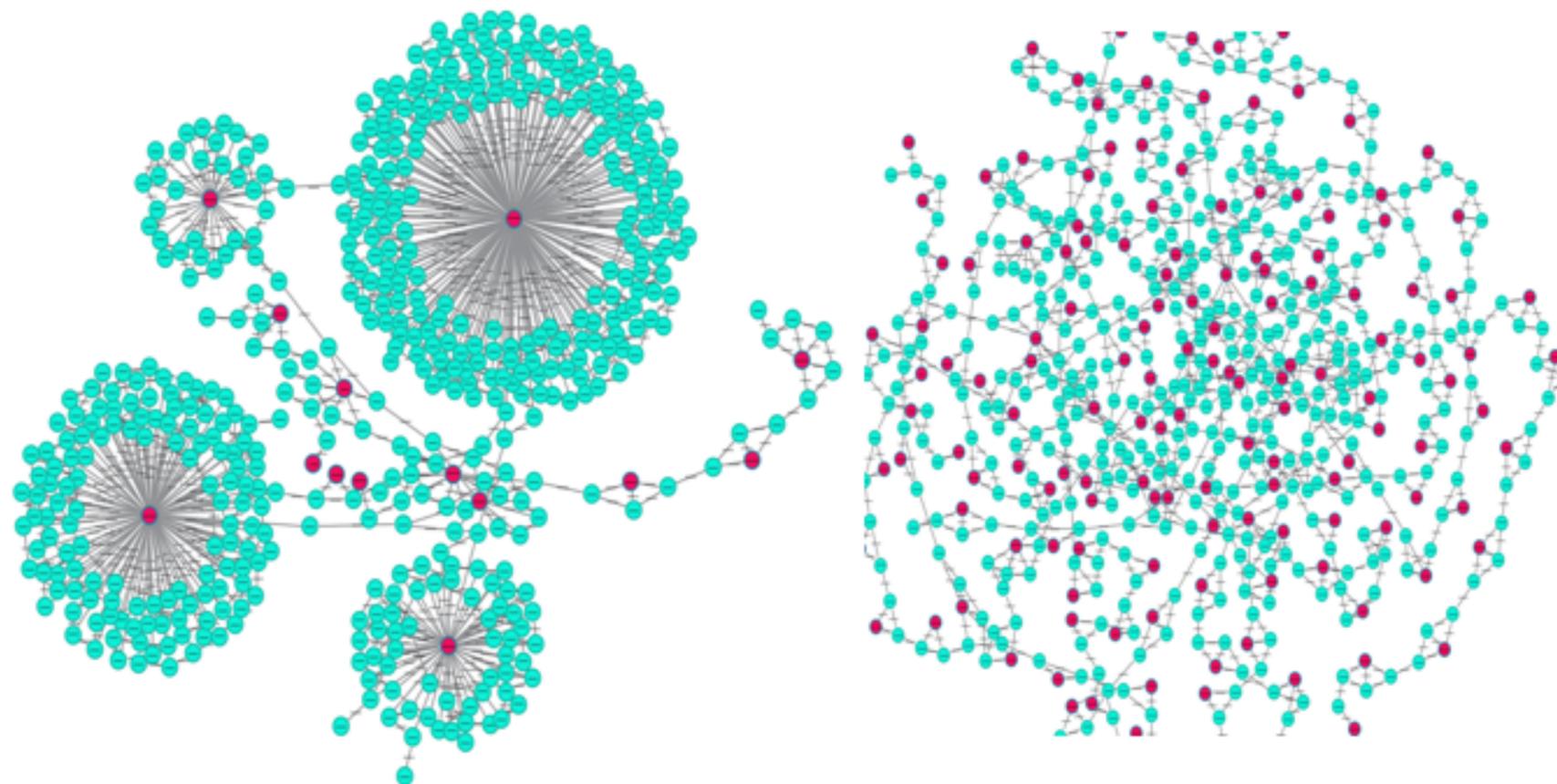
Yes

No



Visual Representation of a Player's Experience

Compare and Contrast Slot Play

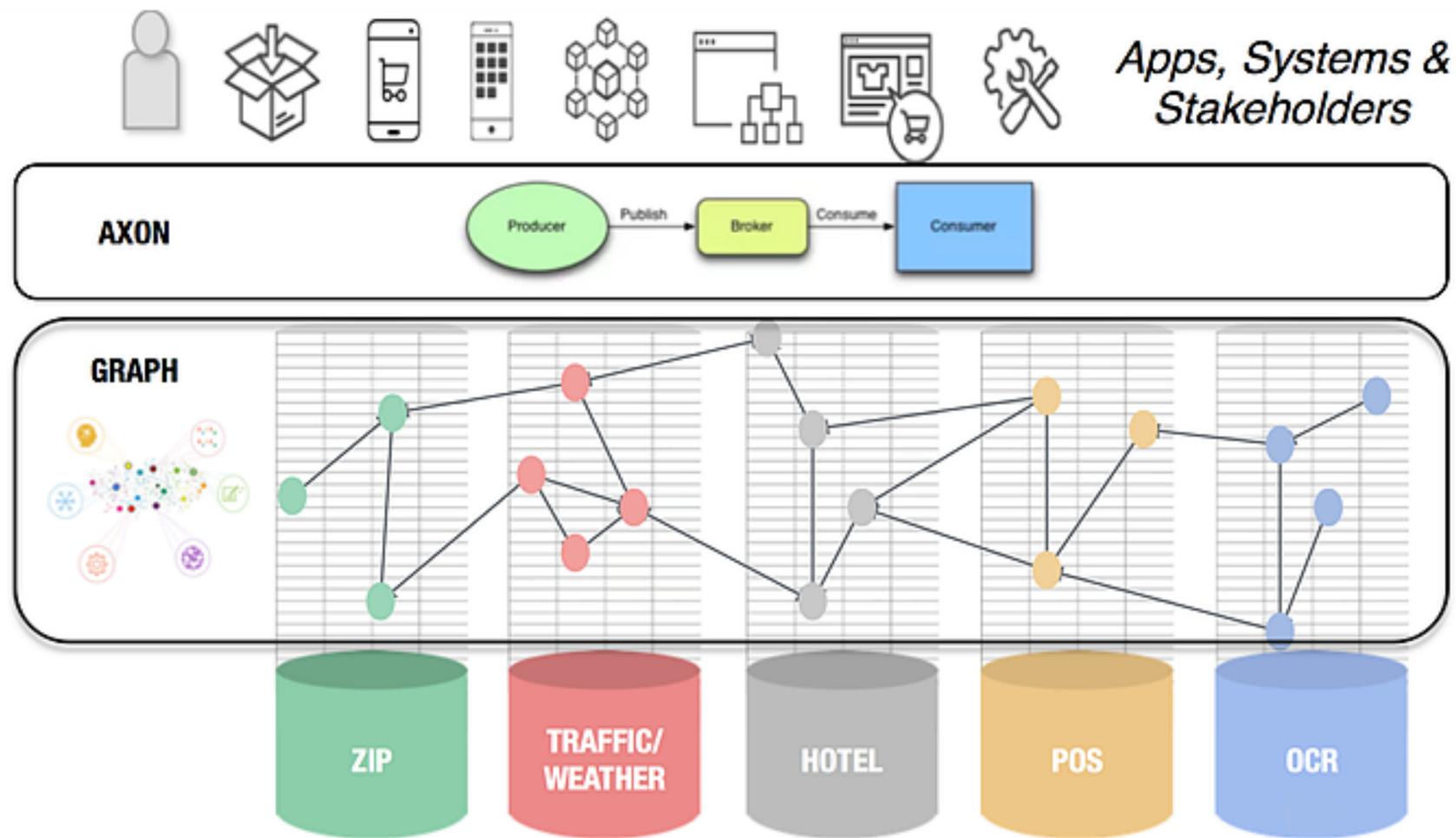


Node Color Code:

Red: Slot

Green: Play

New Ideas in Segmentation, Evaluation & Worth?



Marketing ideas that work for both departments!



At your property, does the marketing department assist in determining the slot floor mix and hold?

Current run (last updated Feb 4, 2019 11:48am)

1

Polls

41

Participants

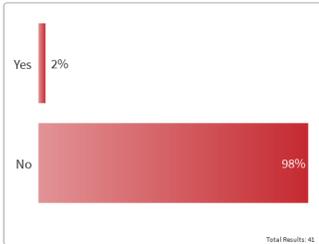
41

Average responses



Average engagement

At your property, does the marketing department assist in determining the slot floor mix and hold?



Response options

Yes

Count

1

Percentage

2%

No

40

98%



Engagement

41

Responses