

Raving **NEXT**

INDIAN GAMING **ANALYTICS** AND **MARKETING** CONFERENCE

JANUARY 28th — 30th, 2020
ISLETA RESORT & CASINO
ALBUQUERQUE, NEW MEXICO

CALL 775.329.7864 FOR INFORMATION OR REGISTER ONLINE AT

RAVINGNEXT.COM



Dear Conference Attendees and Sponsors,

As this 2020 brochure goes to press, I’m reminded 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, our mission is to help you achieve success through quality, relevant and meaningful education. I add in “meaningful” for a reason. Our careers are so much more than taking home a paycheck; it’s about enjoying what we do, finding purpose, and making connections.

With that said, 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. At Raving, we’re committed to building sustainable leadership and business strategies for Tribal organizations. And that starts with our attendees. Whether you’re a seasoned GM or this is your first year in the marketing department, if you’re all-in to participate, you’ll leave inspired and with critical tools.

The conference evolves each year as we integrate feedback from our attendees and our clients out in the field. Based on your input, new for 2020:

- The program begins on Tuesday and ends mid-day Thursday, allowing for easier travel for demanding work schedules
- Isleta Resort & Casino provides free shuttle service less than 20-minutes from the airport
- You asked for it – more sessions on analytics, free play, reinvestment – you’ve got it
- The exhibit hall now opens the morning of the first day, to allow more interaction with our many new and returning suppliers

Not everyone learns in the same way, so we’ve created a format that allows the thinkers, the leaders, the extroverts, even the shy types, to get their questions answered. Our attendees tell us they love the organized peer interaction, relevant and real-time content, and the spirit of the event that is derived from:

- Interactive polling
- Attendee engagement program (Raving Play)
- Pre-conference survey
- Opening Think Tank exercise
- Group roundtables and small breakout sessions
- Tribal Mentorship and Scholarship program
- Tribal Spirit of Giving Celebration and Keynote
- Donations made to the Notah Begay III Foundation for every attendee registration

I invite you to Albuquerque to be inspired, challenged, and enriched with the tools and knowledge you need to keep you – and your casino – fueled for 2020 and beyond.

See you in January,

Deana Scott
Raving CEO

P.S. Be sure to register by January 9 to save on early registration fees. Book your hotel room by December 15 for the best price – the resort will get sold out!

AGENDA AT A GLANCE

MONDAY, JANUARY 27

All day
4:00 PM – 6:00 PM
Explore the Land of Enchantment and Old Town Albuquerque
REGISTRATION OPEN & HOTEL CHECK-IN

TUESDAY, JANUARY 28

7:00 AM – 6:00 PM
7:00 AM – 8:30 AM
8:30 AM – 10:30 AM
10:30 AM – 11:00 AM
11:00 AM – 11:45 AM
11:45 AM – 1:00 PM
1:00 PM – 1:30 PM
1:30 PM – 2:15 PM
2:15 PM – 2:30 PM
2:30 PM – 3:15 PM
3:15 PM – 3:30 PM
3:30 PM – 5:15 PM
5:15 PM – 7:15 PM
REGISTRATION OPEN
Breakfast Buffet in Exhibit Hall
Setting the Stage: Your Issues, Your Input, Your Conference
Networking Break in Exhibit Hall
Data Analytics PART I of III: Are We Leaving Money on the Table? Let’s Dive into Your Players Club
LUNCHEON: The NEXT Games sponsored by Imagine This
Networking Break in Exhibit Hall
THAT’S BRILLIANT! Marketing Tactics that Provide Consistent Revenue Growth for Tribal Casinos
Networking Break in Exhibit Hall
What Should Player Reinvestment Be in Today’s Highly Competitive and Entitled Market?
Networking Break in Exhibit Hall
Speed Solutions – Get YOUR Specific Questions Answered
Welcome Reception – Explore the Taste of New Mexico

WEDNESDAY, JANUARY 29

7:00 AM – 6:00 PM
7:00 AM – 8:30 AM
8:30 AM – 9:30 AM
9:30 AM – 10:00 AM
10:00 AM – 10:45 AM
10:45 AM – 11:15 AM
11:15 AM – NOON
NOON – 1:30 PM
1:30 PM – 2:00 PM
2:00 PM – 2:45 PM
2:45 PM – 3:15 PM
3:15 PM – 4:00 PM
4:00 PM – 4:15 PM
4:15 PM – 5:00 PM
5:00 PM – 7:00 PM
REGISTRATION OPEN
Breakfast Buffet in Exhibit Hall
Top Five Things We’re Getting Wrong Financially and How to Fix Them
Networking Break in Exhibit Hall
Data Analytics PART II of III: Are We Leaving Money on the Table? Let’s Dive into Your Slot Floor
Networking Break in Exhibit Hall
Three Strategies and Three Truths: Tribal Executives Share their Most Successful Digital Marketing, Geofencing, and Gamification Campaigns
LUNCHEON KEYNOTE – Temryss Lane and Tribal Spirit of Giving Celebration
Networking Break in Exhibit Hall
How to Factor in Free Play to Your Overall Player Reinvestment
Final Networking Break in Exhibit Hall – *Special Prize Giveaway!*
Concurrent Specialty Sessions (Entertainment, Research, Free Play)
Networking Break
Leadership and Guest Service: You Can’t Have One Without the Other
Conversations and Cocktails

THURSDAY, JANUARY 30

7:30 AM – 8:30 AM
8:30 AM – 9:15 AM
9:15 AM – 9:30 AM
9:30 AM – 10:15 AM
10:15 AM – 10:30 AM
10:30 AM – 11:30 PM

11:30 AM – 11:45 AM
11:45 AM
Breakfast Buffet in Classroom
2020 Advertising and Marketing Trends and Tools: What Tribal Gaming Operators Need to Drive ROI
Networking Break
Concurrent Specialty Sessions (Entertainment, Research, Free Play)
Networking Break
Data Analytics PART III of III: Are We Leaving Money on The Table? Let’s Dive into Player Development and Tie It All Together
Closing Remarks and Final Prize Giveaway
Lunch on Your Own in Old Town Albuquerque

DETAILED SCHEDULE: MONDAY – THURSDAY

MONDAY, JANUARY 27

Explore the Land of Enchantment and Old Town Albuquerque

Whether you have a few hours or a whole day, we highly recommend attendees take the time to find out why New Mexico is known as the Land of Enchantment. If you don't care to rent a car, remember that Isleta Resort & Casino hotel guests have free shuttle service to the resort from the airport. Drop off your bags and call a rideshare company for a short and inexpensive jaunt into Historic Old Town, which has been the heart of Albuquerque since the city was founded in 1706. Centuries before European occupation, the area was inhabited by indigenous people. Today, Old Town is the city's cultural center, with numerous museums and more than 100 shops, galleries and restaurants.

Got a bit more time and a car? Santa Fe, known for its legendary art and history, is just about an hour away and worth a day exploring. Did you know that Santa Fe is the oldest capital city in North America and the oldest European community west of the Mississippi? Santa Fe's site was originally occupied by a number of Pueblo Indian villages with founding dates between 1050 to 1150.

4:00 PM – 6:00 PM
Registration Open & Hotel Check-In

TUESDAY, JANUARY 28

7:00 AM – 6:00 PM
Registration Open

7:00 AM – 8:30 AM
Exhibit Hall Opens and Buffet Breakfast

This is your first opportunity to explore the many resources in our marketing and analytics-focused exhibit hall. Even if you are not looking to replace your current vendor, other solution providers can make you more aware of what is available to you or missing from your current program. Our attendees tell us that as opposed to the large gaming tradeshow, they are grateful for the time to concentrate on suppliers and service providers that are specific to their departments. Our breakfast buffets are served on the tradeshow floor and you can count on a hearty affair with healthy options.

8:30 AM – 10:30 AM
Setting the Stage: Your Issues, Your Input, Your Conference

Back by popular demand, this session sets the stage for our intensive three-day program. Get ready to roll-up your sleeves, speak-out, contribute and absorb.

Through a "Think Tank," we dive into YOUR issues and the challenges that keep you up at night. How do we know what to focus on? We gather data directly from you through an attendee survey immediately preceding the conference, so we know we're addressing what impacts you.

This is a critical introductory session that can't be missed. You will get to know fellow attendees, share your experience and knowledge, and find solutions to what's most important to you and your operation.

10:30 AM – 11:00 AM
Networking Break in Exhibit Hall

11:00 AM – 11:45 AM
Data Analytics PART I of III:
Are We Leaving Money on the Table?
Let's Dive into Your Players Club



The first of a three-part presentation, we're tackling understanding incremental revenue and how to find it in your database. It starts with developing a complete view of your top revenue-generating departments. Through this process, attendees will uncover money sitting in their database and be guided on how to capture it.

In this series of presentations, we'll look at three key revenue-generating departments, and within each department, focus on specific qualitative analysis. The first session begins with the players club. The second session will focus on the slot department, and the final session on player development will provide the tools to tie them all together.

This initial session on the players club, we'll look at a visual of your database so that you know where your bell curves are. Then, we'll look to see if the players club fits within the parameters of the bell curve. We will consider low ADT/high trip players. Do your club and its programs maintain this business? We will walk through the different segments of customers and discuss how points, tiered cards, and kiosk promotions can be used to reward the different types of players.

Presenter: Lynette O'Connell, Raving VP of Data Science and Operations

11:45 AM – 1:00 PM
LUNCHEON:
The NEXT Games
sponsored by Imagine This



We talk about engaging our guests. We talk about the power of teamwork. Our attendees talk about how they want to learn from other properties. Well, the fact is we do a lot of talking. And as Elvis would say, it's time for "A little less conversation, a little more action!" In this interactive luncheon, each table will be tasked with a series of challenges (think gaming trivia that you can't look up on Google but your teammate from Minnesota will know the answer; might involve paper airplanes; Play-doh for sure, oh and ping pong balls). It's Pictionary meets Dude Perfect. Eat. Play. Fun. Then take the idea back to your properties. Oh, and of course, each member of the winning team gets a cool prize. Play alongside exhibitors, presenters, and fellow attendees!

1:00 PM – 1:30 PM
Networking Break in Exhibit Hall

1:30 PM – 2:15 PM
THAT'S BRILLIANT! Marketing Tactics that
Provide Consistent Revenue Growth for Tribal Casinos

Marketing departments are being asked to produce more revenue at the same time competition is getting stronger. Driving increased business is not an easy task to do when, as an industry, we're getting smarter. How can we create strategies that drive steady growth? We can't just add another car promotion, or can we? In this session, we'll dig deeper into the operation to find efficiencies and create marketing programs that provide consistent revenue growth.

We've asked the top experts in marketing to share their secret weapons, trump cards and game-changers – the very best tools and strategies that have consistently moved the needle at their properties. They'll share how they've used insured prizes, incentive merchandise, specialized promotions, and other tactics to provide consistent revenue growth.

2:15 PM – 2:30 PM
Networking Break in Exhibit Hall

2:30 PM – 3:15 PM
What Should Player Reinvestment Be in
Today's Highly Competitive and Entitled Market?

Setting a goal for investing in our players is a good thing. We need targets to be able to measure how we're doing. What is a "normal" rate these days? How do we measure it? What factors does it depend on? Are we considering all the ways we are rewarding players? Does each of those investment types have a specific purpose/goal?

What are we trying to achieve with each? Are we checking ourselves against the goal? In this session, we'll explore player reinvestment and prompt everyone to think about how we set this goal and evaluate performance against the goal.

Moderator: Lynette O'Connell, Raving VP of Data Science and Operations

Panelists:



Kevin Huddleston, CPA, CGMA, CFF, Raving Strategic Partner, Accounting and Auditing, and Partner, Finley & Cook



Tara Ezzell Clark, VP Casino Services & RECON Systems, Red Circle



Aimee Barnes, Database Manager, Isleta Resort & Casino

3:15 PM – 3:30 PM
Networking Break in Exhibit Hall

3:30 PM – 5:15 PM
Speed Solutions – Get YOUR Specific Questions Answered

In our follow-up surveys, our attendees tell us that they find great value in learning from their peers, addressing individual pain-points, and sharing in interactive roundtables. From that feedback, we created Speed Solutions which received rave reviews last year, so its back by request!

How it works: There will be several topic-specific tables when you enter into the room. You'll choose your top areas that you'd like to explore. You'll have 20-minutes at five different tables. Similar to musical chairs, as soon as you hear a cowbell, it's off to your next table in a hurry. You'll be writing notes like crazy while getting specific answers from an expert and your peers. So, split up your teams, choose your highest priority topics, and let the speed solutions fly!

Speed Solutions topics include:

- Creating promotions for small to mid-sized casinos – **Tom Osiecki**
- How to balance filling your hotel with gamers and non-gamers when the hotel and casino have different incentives – **Brett Magnan**
- Social gaming and marketing: How do we maximize our reach and drive customer engagement? – **Justin Shank**
- Multi-channel marketing: key strategies to maximize success and cost-effectiveness – **Tami Jones**
- How to engage, incentivize and reward your players when at home to drive a property trip – **Daniel Wood**

“Raving NEXT is a great conference to attend. The content is relevant and informative. The speakers are knowledgeable and engaging. Learning, networking, and fun, Raving NEXT has all of it.”

–Kyle Lewis, Director of Marketing, Twin Pine Casino & Hotel



- Tools and tips for getting more out of today’s digital marketing solutions – **Mark Astone**
- Casino entertainment strategies for Tribal casinos – **Kell Houston**
- Why did that job go to someone else? Critical skills and strategies for your next advancement – **Dan Stromer**
- How to provide leadership through change and disruption – **Paula Allen**
- Bridging the gap between PD and other departments – **Janet Hawk**
- Is this promotion really moving the bar? Key analytics that will give you the answer every time – **Michael Minniear**
- How to get no cost college credits for OJT certifications and life experience; plus other tips for reducing the cost of education – **Patrick Horning**

5:15 PM – 7:15 PM
Welcome Reception – Explore the Taste of New Mexico

Continue those conversations started during your first day with fellow attendees, exhibitors, and presenters while enjoying specialty drinks and hors d’oeuvres that only New Mexico can deliver. This reception is a great way to end a rigorous learning and relationship-building day! Plus, it’s on the exhibit hall floor so you have even more time to shop and learn about valuable products and services.

It’s said that true New Mexican cuisine has a combined indigenous, Spanish, and Mexican identity, and is therefore not like any other food in the United States. We’ve asked Chef Alan Sanchez, an Isleta Tribal member and a true New Mexican chef for the last 30 years, to create a custom menu for our attendees and guests.

WEDNESDAY, JANUARY 29

7:00 AM – 8:30 AM
Breakfast Buffet in Exhibit Hall

Grab a nutritious and hearty morning meal and visit with exhibitors. Those of you early birds on the floor at this time will have a chance to win a special prize giveaway.

8:30 AM – 9:30 AM
Top Five Things We’re Getting Wrong Financially and How to Fix Them

Are we thinking and refreshing our perspectives and policies when it comes to analyzing performance or justifying spending? If not, we may be reaching inaccurate conclusions about what we’re doing. In this session, we’ll learn from our industry’s leading finance resources what marketers are missing in their analysis or lack of analysis. Their tips will help you do a better job analyzing your promotions and offers. If you start implementing these techniques you might even make your CFO smile.

Moderator: Deana Scott, Raving CEO

Panelists:



Kevin Huddleston, CPA, CGMA, CFF,
Raving Strategic Partner, Accounting and
Auditing, and Partner, Finley & Cook



John Cirrincione, CEO,
Santa Ana Star Casino Hotel

9:30 AM – 10:00 AM
Networking Break in Exhibit Hall

10:00 AM – 10:45 AM
**Data Analytics PART II of III:
Are We Leaving Money on the Table?
Let’s Dive into Your Slot Floor**

Building on Monday’s session, Michael will walk attendees through what specific qualitative analysis is needed regarding your slot department. What slot data can help your marketing efforts beyond ADT, such as average bet, game selection, and cash buy-in? We will also summarize at a high level what’s beyond ADT and win ratings, and how marketing player information is going to start affecting our selections of slot products, floor design, and marketing offers.

Presenter: Michael Minniear, Raving Partner, Data Analytics



10:45 AM – 11:15 AM
Networking Break in Exhibit Hall

11:15 AM – NOON
**Three Strategies and Three Truths: Tribal Executives Share
their Most Successful Digital Marketing, Geofencing,
and Gamification Campaigns**

On paper and in theory, we talk about using these three tools to drive engagement and move the needle. In this session, we’ll hear the true story from the operators themselves about their most successful use of these tools with a breakdown of the components that truly made a difference. Attendees will take away an outline for three successful strategies that they can apply at their casinos.

NOON – 1:30 PM
LUNCHEON KEYNOTE
Temryss Lane and Tribal Spirit of Giving Celebration

At this special luncheon, we put down our pens and stop taking notes; we put thoughts of spreadsheets and what’s waiting for us back at our organizations aside. We take the time to think about what fuels us to find connections with others; to be the best version of ourselves; to give more to our families, our friends, our fellow team members; and how we seek joy each day even during hardship.

Our inspirational keynote this year is Temryss Xeli’tia Lane from the Golden Eagle Clan of Lummi Nation, a Coast Salish Tribe in Washington State. She comes from a long lineage of Coast Salish salmon protectors and creates connections across cultures, advocating for indigenous empowerment and inclusion. Her work as a scholar, sports broadcaster, and former professional soccer player, has guided her career to sports arenas, classrooms, and Indigenous lands globally.

She holds a Master’s degree in American Indian Studies from UCLA and is an active Nike N7 Ambassador where she works to create access to sports for Native youth.

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

1:30 PM – 2:00 PM
Networking Break in Exhibit Hall

2:00 PM – 2:45 PM
**How to Factor in Free Play to
Your Overall Player Reinvestment**

When it comes to casino marketing, there is likely no more common, popular and controversially understood offering than slot free play. In this session, we’ll look at some of the most highly contested topics in free play spend, such as how much it costs, how much to give, how it affects player worth and reinvestment, and how to maximize it to get the greatest returns. Led by one of the industry’s leading analytics and marketing experts, attendees will gather new insights into how free play is affecting their properties and players today, and how they can use it to maximize their marketing campaigns tomorrow. (And if you want even more free play, you can catch Michael’s deeper dive in this afternoon’s specialty session.)

Presenter: Michael Minniear, Raving Partner, Data Analytics

2:45 PM – 3:15 PM
Final Networking Break in Exhibit Hall – *Special Prize Giveaway!*

3:15 PM – 4:00 PM
Concurrent Specialty Sessions

- Using Research to Develop Casino Promotions
- What is the ROI on Entertainment?
- Free Play: What is it Really Costing you?

So many questions and you bet we’ve got the answers. Are you looking for a deeper dive on certain topics? We’ll be breaking into smaller groups to address the topics you’ve told us are important to you. Split up your teams – choose one today and one for tomorrow.



Presenter: Temryss Lane,
Lummi Native, Footballer, Storyteller,
MA American Indian Studies Grad,
Nike N7 Ambassador

Location: Isleta Showroom

Specialty Session 1:
**Using Research to Develop
Casino Promotions: A Gold Mine to
Drive Engaged Guests and Incremental Revenue**

Casino promotions continue to drive business but it's getting harder and harder to come up with new ideas and to predict how they'll perform. In ten questions or less, you can field a promotions survey that will target your desired segments, predict how well it will perform, and do it all in 24 hours. Find out the formula to take your promotions ideas and test them with your players BEFORE you commit to spending any money.

Presenter: Deb Hilgeman, Ph.D.,
Senior Raving Partner, Market Research



Specialty Session 2:
What is the ROI on Entertainment?

According to Tribal gaming research, entertainment program profitability fell in 2019 although more casinos are breaking-even. What is the new norm and are we measuring it correctly? What should you pay your promoter? What is a reasonable rider and where are we going amiss with contracts? When is it NOT a good idea to have entertainment? In this interactive session, one of the most successful casino buyers (as recognized by the International Entertainment Buyers Association) and long-time Tribal gaming entertainment expert, Kell Houston, will reveal what best practices have helped his clients run profitable entertainment program.

Presenters:



Kell Houston, Senior Raving
Partner, Entertainment



Jaci Marx, Senior Director of Marketing,
Isleta Resort & Casino

Specialty Session 3:
Free Play: What Is It Really Costing You?

Adding on to his session earlier in the conference, in this deep dive, Michael will take you through the ins and outs of free play expense. There is perhaps no greater controversy in the gaming world than how much free play is really costing you. This interactive session will give you not only a greater understanding of the costs of free play but also how you can use it to maximize your promotional power.

Presenter: Michael Minniear, Raving Partner, Data Analytics



4:00 PM – 4:15 PM
Networking Break in Main Classroom

4:15 PM – 5:00 PM
**Leadership and Guest Service:
You Can't Have One Without the Other**

At the core of every casino organization with "wow" guest service, is a leadership team that has gone the extra mile to set the foundation. Likewise, poor guest service typically indicates a bigger problem. Join us in this candid conversation, where our panelists discuss how creating a program that starts with a single-minded senior leadership team will guarantee that frontline leaders and team members can succeed. Takeaways will include the building blocks of a leadership program that dovetails into a frontline guest service program that exceeds guest expectations.



Presenter: Paula Allen, Raving Partner, Leadership and Tribal
Member Development, Enrolled Tribal Citizen of Jamestown
S'Klallam Tribe and Director of Leadership Development and
Guest Services, 7 Cedars Casino

5:00 PM – 7:00 PM
Conversations and Cocktails

Always an attendee favorite, this is your chance to relax after a long day of learning and have lively conversations with your fellow attendees, exhibitors, and presenters. And if your brain isn't too tired from all of the day's learning, it's also a great time to ask speakers the question that came to you after the fact. They're all very approachable, we guarantee it! Join us in the beautiful seminar room and weather permitting, bring a jacket to get some fresh air in the outside veranda.

THURSDAY, JANUARY 30

7:30 AM – 8:30 AM
Buffet Breakfast in Classroom

8:30 AM – 9:15 AM
**2020 Advertising and Marketing
Trends and Tools: What Tribal Gaming
Operators Need to Drive ROI**



As marketers, we always tout the ability to react quickly to changing trends and environments. Part of this is not only looking at the past but predicting what the future will bring. From traditional direct marketing to extreme video and AI, to addressing OTT (over the top tv) as it replaces pay-tv services, we'll explore and show examples of what direct marketing and advertising tools will be critical to stand out in 2020.

Each new year brings significant changes in technology that shift the world of advertising. In this session, attendees will walk away with a checklist of traditional and trending concepts that will be necessary to drive ROI and how to integrate them into their marketing plans.

Presenters: Catalyst Marketing Company

9:15 AM – 9:30 AM
Networking Break in Classroom

9:30 AM – 10:15 AM
Concurrent Specialty Sessions

- Using Research to Develop Casino Promotions
- What is the ROI on Entertainment?
- Free Play: What is it Really Costing you?

In our second day of specialty sessions, we'll be breaking into small groups again to address the topics you've told us are important to you. See the session descriptions from the previous page.



“As a casino marketing executive, if you are planning to attended a conference each year then the Raving NEXT: Indian Gaming Analytics and Marketing Conference is your best choice. Many of my successes are accredited to the knowledge I have acquired there, as the information provided and the networking opportunities are invaluable.”

–Jake Godin, Director of Marketing,
Mole Lake Casino Lodge &
Conference Center

“After I attended Raving NEXT, I felt like I was going back home from a family member’s house. I felt welcomed, comfortable, and a part of something that was going to make a positive impact for Indian casinos. The constant networking, learning experience, and group interaction had me confident that my learning from all the friendly experts wasn’t for the week but for as long as they could help me. Thank you Raving NEXT and partners for following up with me and offering to be future mentors.”

–Chip Thom, Tribal Scholarship Attendee, Rain Rock Casino



10:15 AM – 10:30 AM
Networking Break in Classroom

10:30 AM – 11:30 PM
Data Analytics PART III of III: Are We Leaving Money on the Table? Let's Dive into Player Development and Tie It All Together



For the conclusion of this three-part presentation, Lynette will wrap up with the third key revenue-generating and what qualitative analysis is appropriate. She'll tie-in all three sessions with a special handout, so don't miss this final session.

Presenters: Lynette O'Connell, Raving VP of Data Science and Operations; Michael Minniear, Raving Partner, Data Analytics

11:30 AM – 11:45 AM
Closing Remarks and Final Prize Giveaway



You've played and interacted with fellow attendees, presenters and sponsors through our custom conference software. Don't miss out on the chance for cash and prizes as we conclude the event!

11:45 AM
Lunch on Your Own in Old Town Albuquerque

Didn't get the chance to explore on Monday when you arrived? Whether you have a few hours or a whole day, we highly recommend attendees take the time to find out why New Mexico is known as the Land of Enchantment. Call a rideshare company for a short and inexpensive jaunt into Historic Old Town, which has been the heart of Albuquerque since the city was founded in 1706. Gency and Chris personally recommend the Church Street Cafe; try out the green Chile soup and the traditional Chile Rellenos.

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 Celebration program 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, simply upload pictures/videos and a short description of your Tribal organization's good works. Go to RavingNext.com to submit your entries.

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

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 29 during Raving NEXT. Even if you're not a conference attendee, you can still attend the luncheon.



TRIBAL SPONSORSHIP AND MENTORSHIP PROGRAM 2020

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. If this is something that you're in the process of building, share what you have.

Send these letters via email to Deana Scott, CEO, Raving, deanascott@ravingconsulting.com no later than **December 1, 2019.**

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, 2019.**



"I can't say enough for how Raving has created a very unique conference agenda. The conference is packed with many well regarded and respected professionals associated to marketing and the gaming industry.

Each Raving Partner, conference speaker, and attending vendors all provided me with ample time to have – at a moment's notice – the ability to network with and ask questions to obtain answers covering important marketing topics facing us in the gaming industry. It's so greatly appreciated to have such interpersonal face-to-face communications with so many talented people during and continuing well on after the conference."

–Duane Chapman, AGM, Lake of the Torches Resort Casino





STAY AT ISLETA RESORT & CASINO

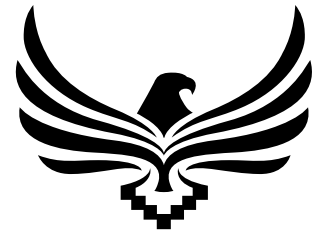
To stay at our host property, please call Isleta Resort & Casino, Albuquerque, NM, or book online through our special link. Rooms are VERY limited, so book no later than January 9.

Rate: Between June 6, 2019, and December 15, 2019
\$149 per night (no resort fee)
Between December 16, 2019, and January 9, 2020
\$159 per night (no resort fee)

Group Code: “RAV0120”

Reservations: Call 1-877-747-5382 or 505-848-1999 (direct/Canada) and reference group code “RAV0120” or visit www.RavingNext.com/travel/ and use the online booking link.

Transportation: Isleta Resort & Casino provides a free shuttle to and from the airport. Call 505-724-3877 or email valetsupervisors@isleta.com to make a shuttle reservation IN ADVANCE from Albuquerque International Airport (ABQ), which is a 10-15 minute ride. Uber and Lyft operate in this area, making it very easy to visit downtown Albuquerque.



ISLETA
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 Tuesday’s Welcome Reception
- Morning breakfast on Tuesday, Wednesday, and Thursday
- Lunch on Tuesday and Wednesday
- Cocktail Reception on Wednesday evening (beverages provided)
- Access to the tradeshow floor
- 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 Monday as we start early morning on Tuesday. Depart Thursday afternoon after the conference wraps up.

Long answer: Plan on picking up your registration materials on Monday, January 27, 4 PM – 6 PM or Tuesday, January 28, 7 AM – 8:30 AM. The learning program starts at 8:30 AM sharp Tuesday and ends at 11:45 am on Thursday. Note: Don’t skip out early on Thursday to catch your plane; you’ll miss the final critical sessions.

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. 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 wifi in the conference room. We’ll have an interactive polling feature at our conference that you can access through your phone. We’ll also have a charging station in the exhibit hall to help!

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).

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. 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 all day Tuesday and Wednesday. These exhibitors are offering marketing-centric services and new technology; 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?

Although there is nothing in walking distance, you can access Old Town Albuquerque through rideshare, it’s very close to the casino and worth making the time. Historic Santa Fe is about an hour away; consider renting a car and exploring historic New Mexico.

Interested in checking out more casino operations? There are several Tribal casinos within a short driving distance in the area.

Got more questions?

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



Together We Can Make A Difference

As a long-term partner with the Notah Begay III (NB3) Foundation, 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 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 the NB3 Foundation.



About Raving Play

An attendee favorite since Raving NEXT 2018, we're able to connect attendees, presenters and vendors through games that they play online before and during the conference. Did you attend a session? SCORE! Meet with a vendor? SCORE! Make a new friend? SCORE! There are countless ways to boost your score, and guess what? Your online activities give you virtual drawing entries to win REAL CASH and PRIZES!

So many folks love to play trivia games on their phones, not only for the fun of it but especially when they can win cash and prizes. We've got this and more with Raving Play.

We coach our casino clients to "engage" with their patrons and their employees in different ways. It's about building loyalty on the floor, off the floor and 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 the recognized and award-winning digital marketing experts and Raving Partner, Engaged Nation.

Registered attendees will receive a link in January to start playing!

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, 2020 Isleta Resort & Casino, Albuquerque, NM

REGISTRATION FEES PER PERSON	EARLY BIRD	AFTER JANUARY 9	QUANTITY	TOTAL
Individual Rate	\$1899 per attendee	\$2199 per attendee		
Group Rate (4 or more from the same company)	\$1749 per attendee	\$1999 per attendee		
Promotion or Special Discount Code				
A portion from every attendee registration is donated to the Notah Begay III Foundation.				GRAND TOTAL

PAYMENT

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

PLEASE SUBMIT PAYMENT INFORMATION TO:

Raving
5470 Louie Lane, Suite 102
Reno, NV 89511
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. Cancellations must be received in writing no later than 21 days in advance of the event and are subject to a \$100 processing fee. Less than 21 days – registration fees are nonrefundable, but may be transferred to another individual in the same company.



5470 Louie Lane #102, Reno, NV 89511

Raving NEXT

INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

More Roundtables, Interactive and Specialty Sessions:

Data Analytics
Marketing
Player Reinvestment
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Social Gaming
Digital Marketing
Research

Entertainment
Leadership
Guest Service
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Technology
Promotions

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Keynote Speaker

Temryss Lane

Lummi Native
Former Pro Soccer Player
Nike N7 Ambassador

