

Welcome to
Raving NEXT: Indian Gaming
Analytics & Marketing Conference!



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

Raving NEXT Think Tank

Tuesday, January 28
8:30 am – 10:30 am

I'VE MISSED MORE THAN
9000 SHOTS

IN MY CAREER.

I'VE LOST ALMOST
300 GAMES.

26 TIMES, I'VE BEEN TRUSTED
TO TAKE THE GAME WINNING
SHOT AND MISSED.

I'VE FAILED OVER AND OVER AND OVER
AGAIN IN MY LIFE.

AND THAT IS WHY
I SUCCEEDED.

MICHAEL JORDAN



CALLING DREAMS

**“No matter when or where,
always bring your ‘A’ game,
Because you never know when it
will open doors for you.”**

Simon Sinek
*Author **It Starts with Why***

Raving **NEXT**

Tribal Scholarship and Mentorship Program Winners



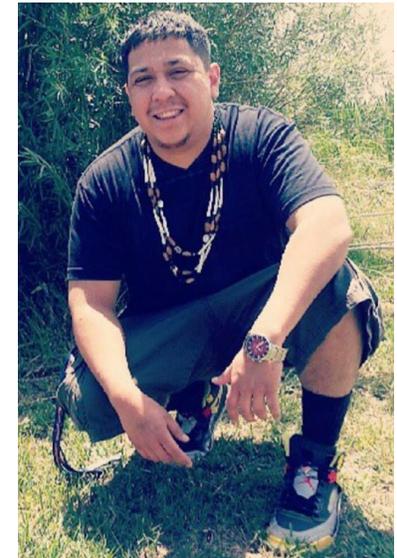
Richard Picard
Director of PR &
Advertising
Cypress Bayou
Casino Hotel



Jillian Rentfro
Marketing
Analyst
Indigo Sky
Casino



Claudine Flores
Marketing
Coordinator
Isleta Resort &
Casino

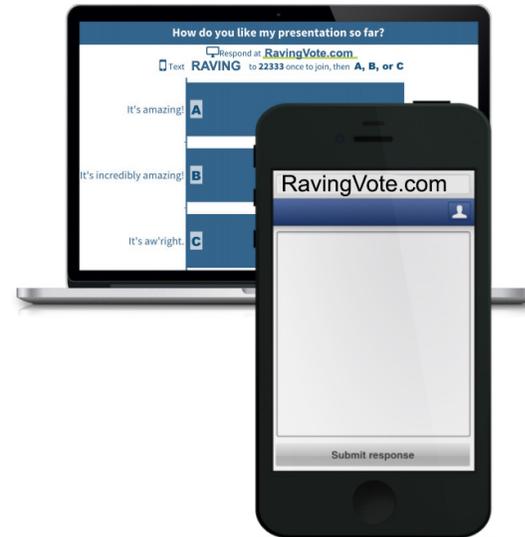


Julius Baker
PD Manager
Trainee
Sky Ute Casino
Hotel



Go to RavingVote.com or text RAVING to 22333

Web Enabled Device



SMS Text Messaging



Stay charged!
Visit our **charging station** on the trade show floor courtesy of **mark-it Smart!**



mark-it Smart
Gifts | Incentives | Promotions

Wifi Access:

SSID: RavingGaming
Password: r@v1ng2020

How many Raving conferences have you attended?

This is my first one!

57%

2 – 7

34%

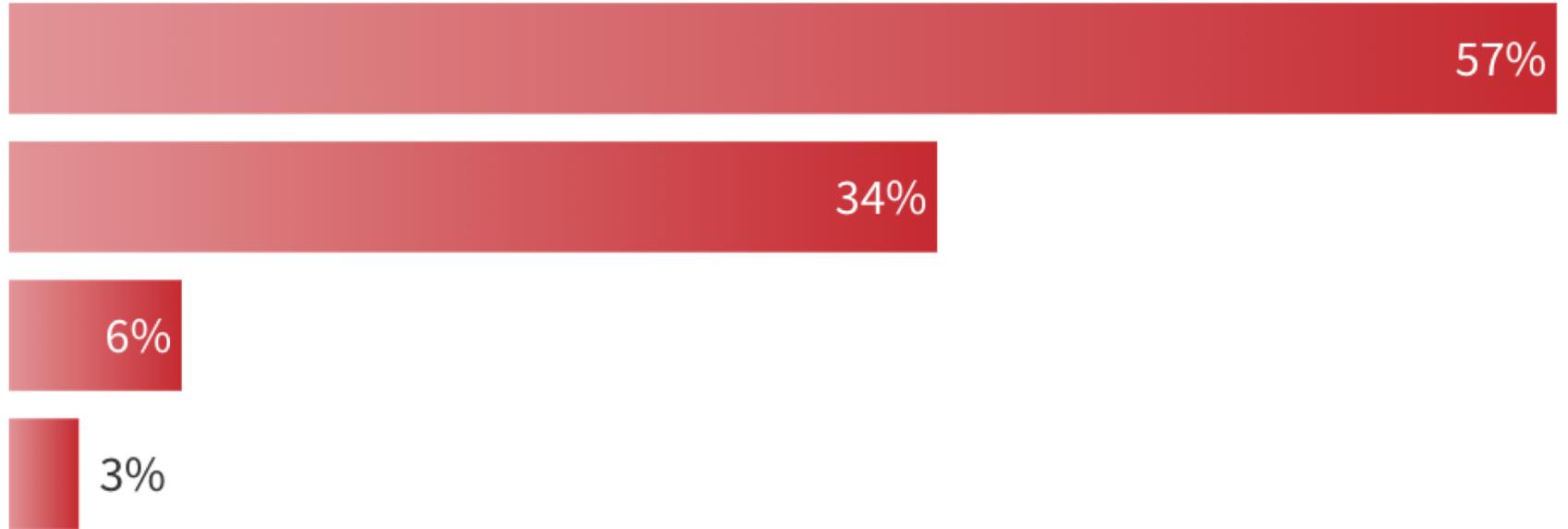
8 – 12

6%

12+

3%

Almost all of them!



Where are you from?





Raving
play

ENGAGED
Nation

Raving
NEXT
INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

TG&H

TRIBAL GAMING AND HOSPITALITY

WINTER 2020



06 PERSPECTIVES
FOR THE TRIBAL
GAMING & HOSPITALITY
INDUSTRY IN 2020

08 INCREASE YOUR
WIN PER UNIT
WITHOUT BUYING OR
MOVING A NEW GAME

18 ISLETA RESORT
& CASINO'S NEW
VISION AND 40-MILLION
DOLLAR RENOVATION

TGandH.com

Raving

TG&H

TRIBAL GAMING AND HOSPITALITY

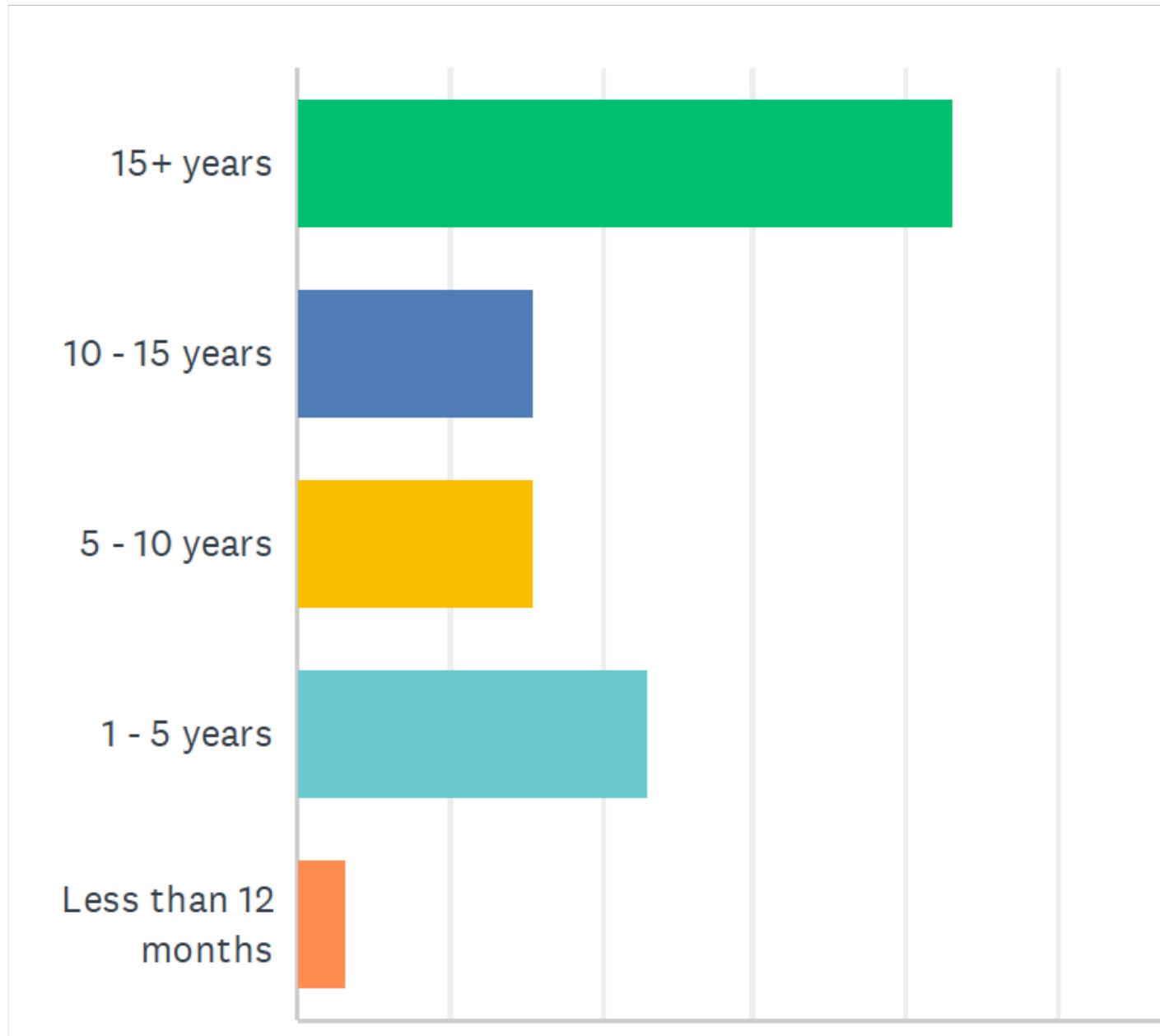
Type in a word (or emoji!) to describe how you feel about Isleta and Albuquerque:



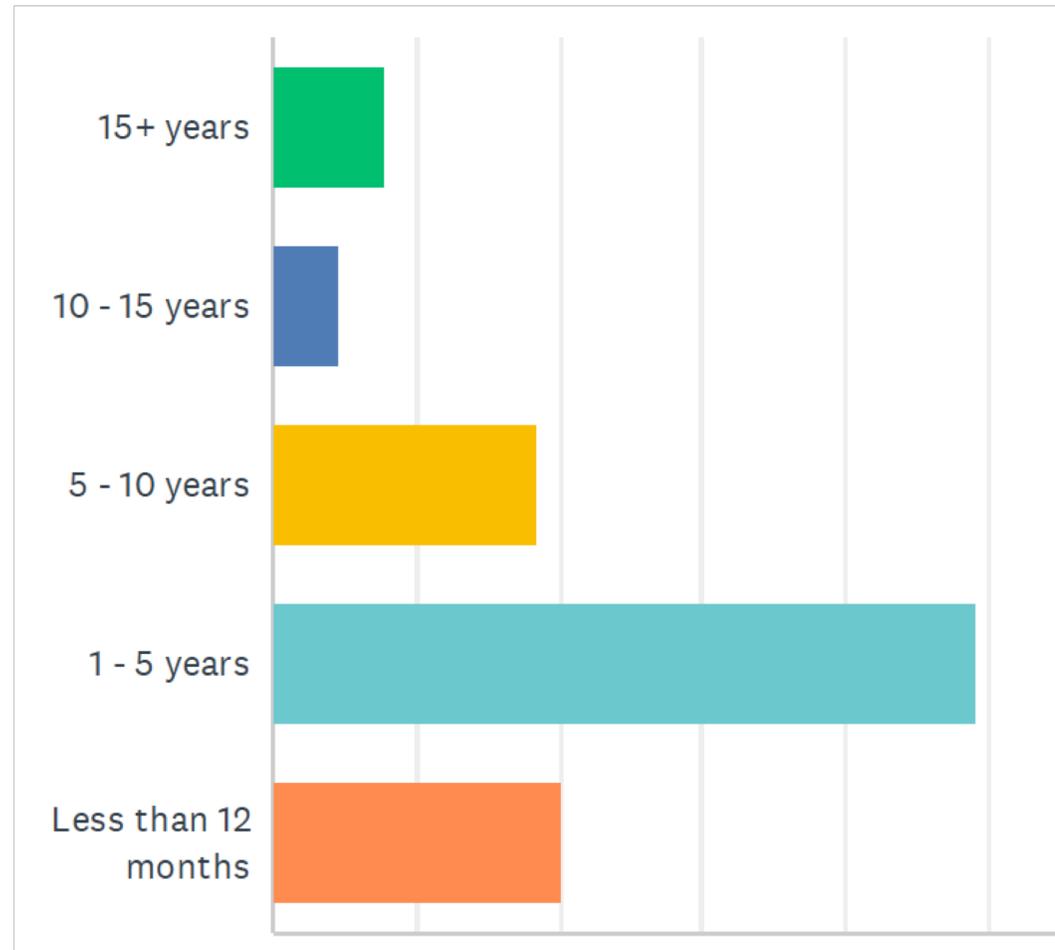
Raving NEXT: Think Tank



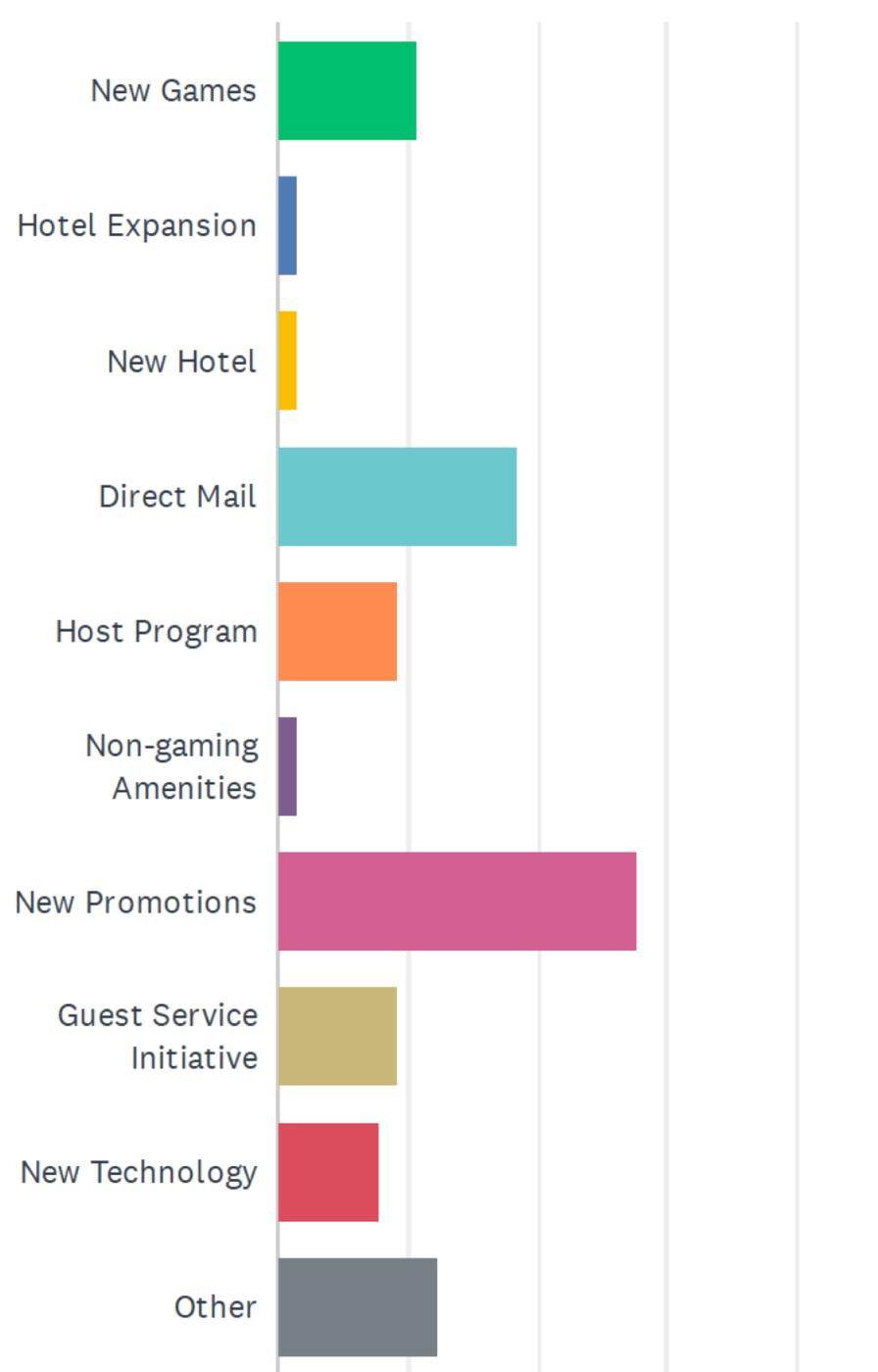
How many years have you been in the gaming industry?



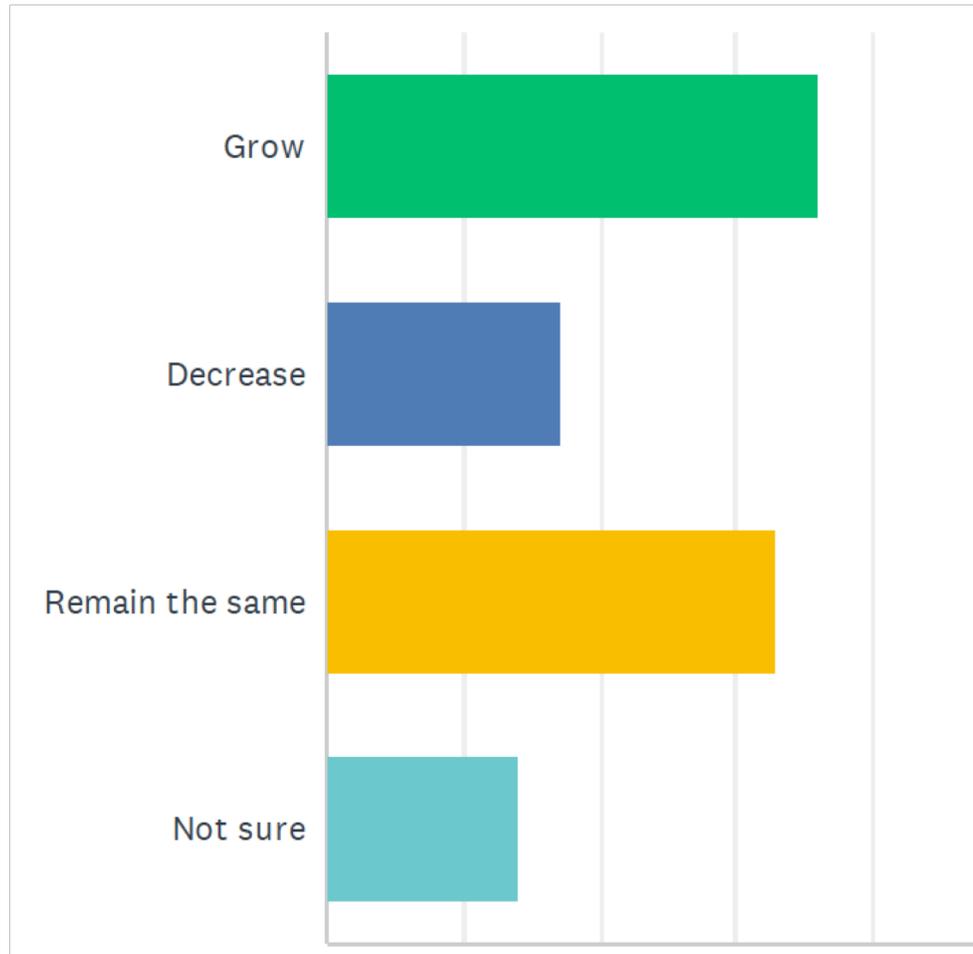
How many years have you been your current position?



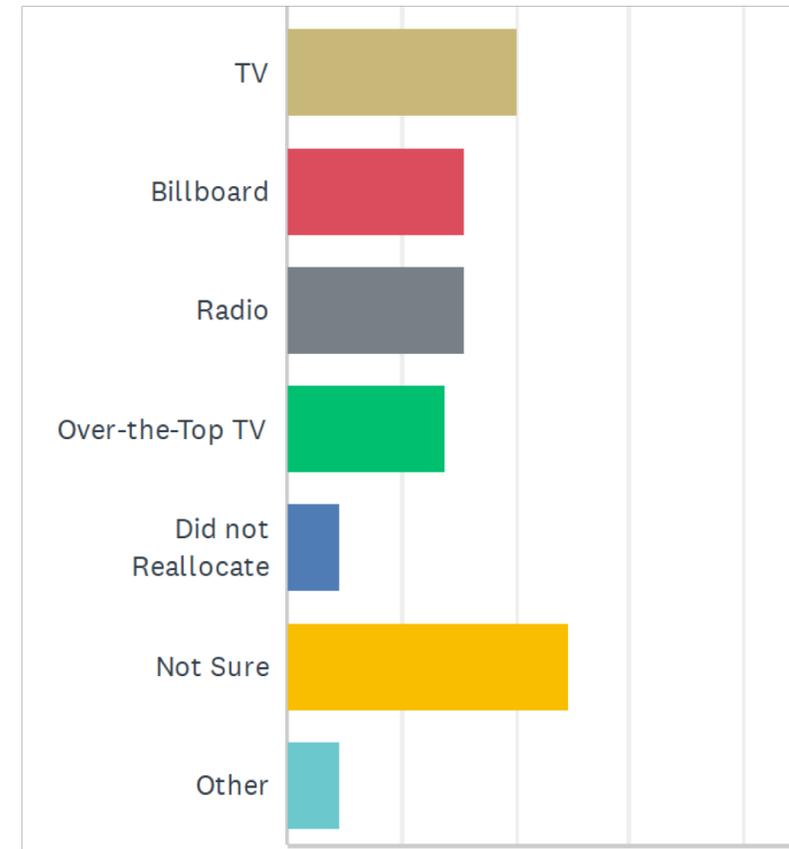
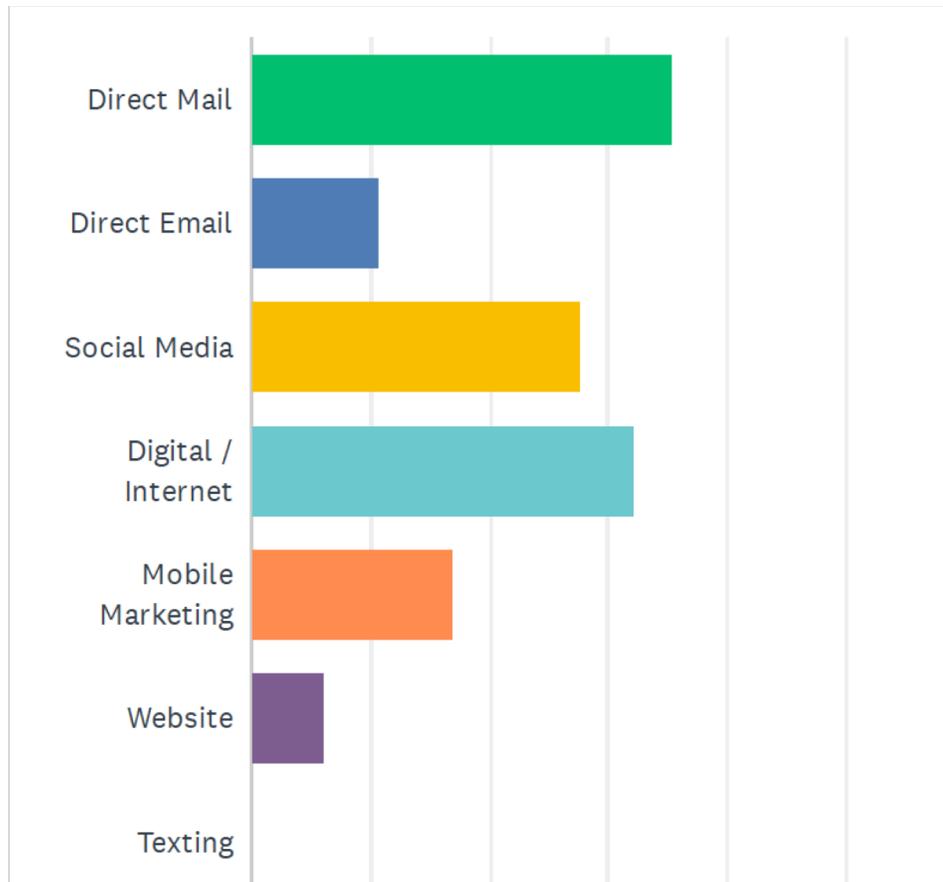
Choose one initiative that you believe moved the needle for your organization in 2019



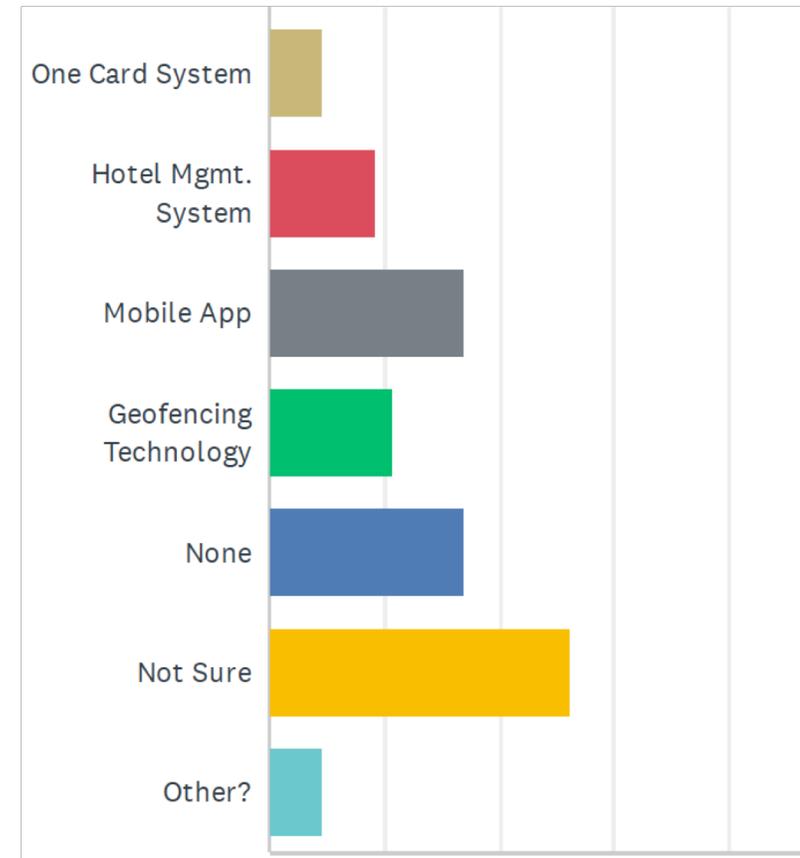
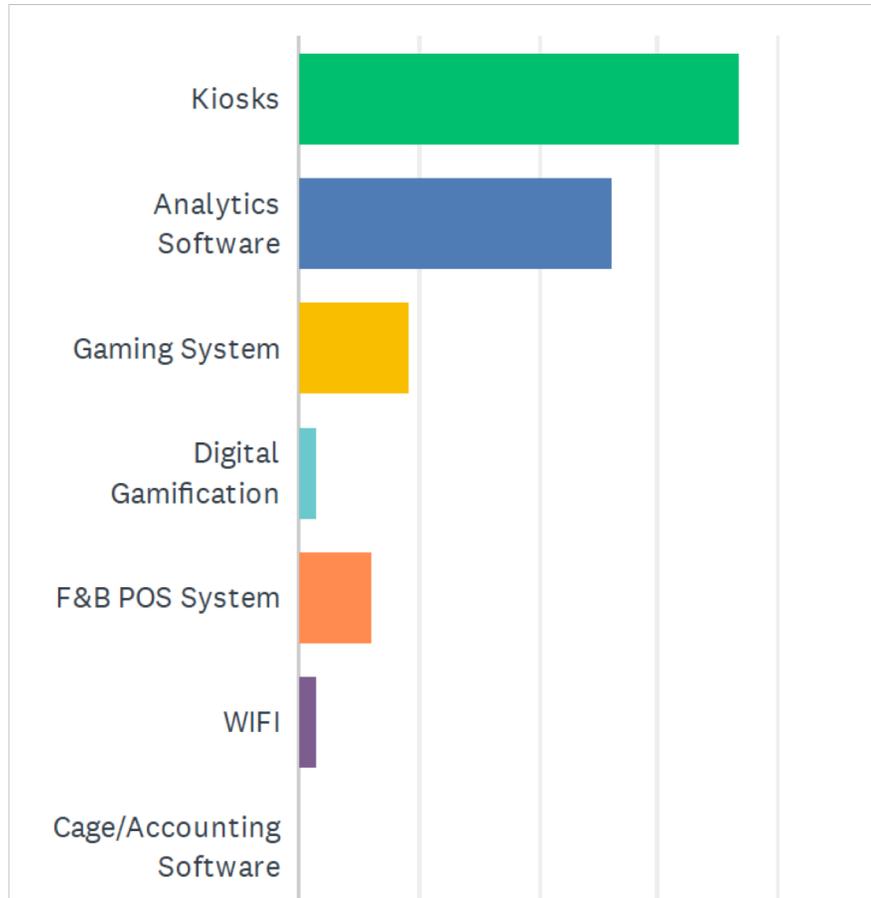
Did your marketing budget grow, remain the same or decrease?



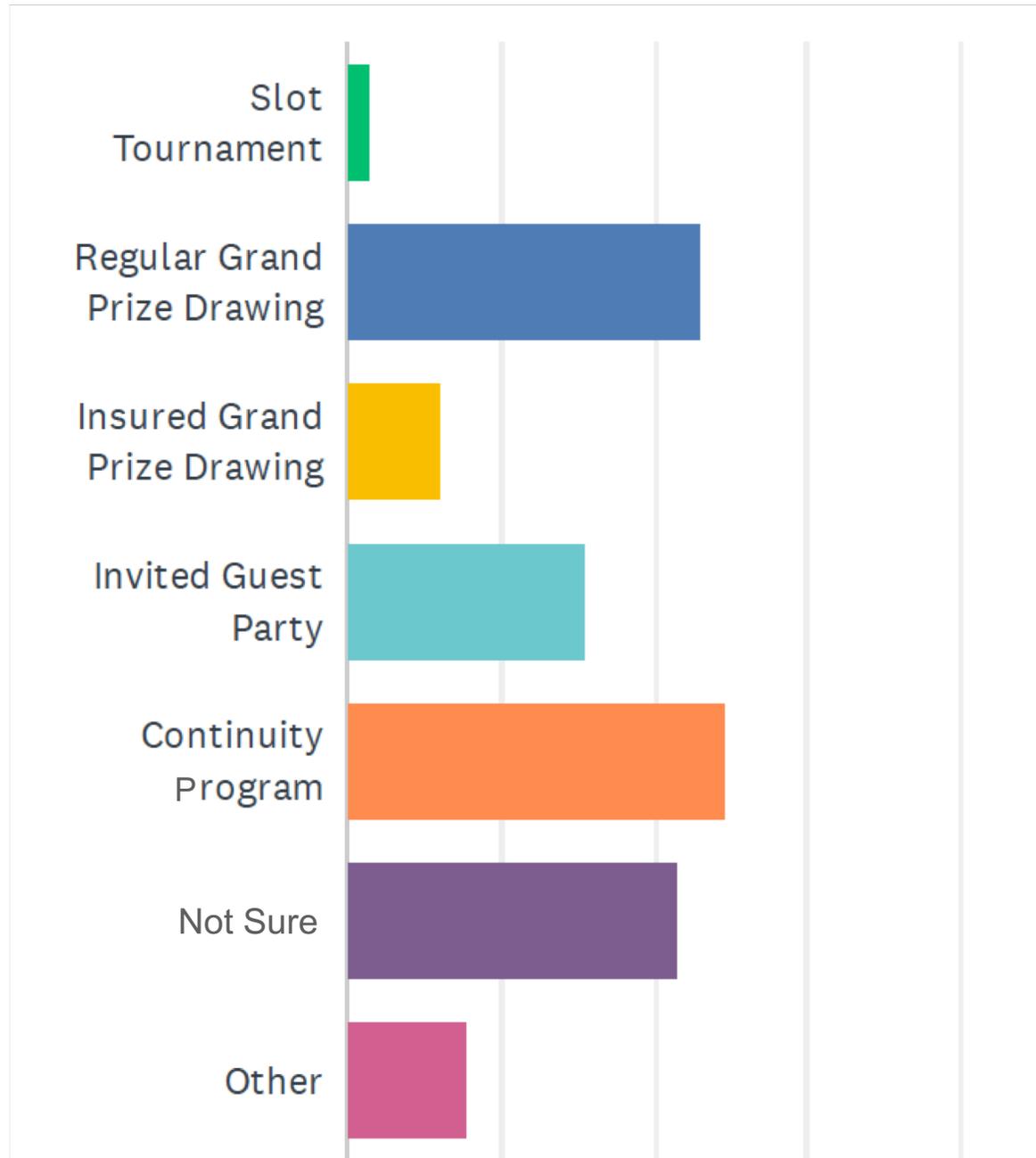
Did you allocate more of your budget to any of the following marketing channels in 2019?



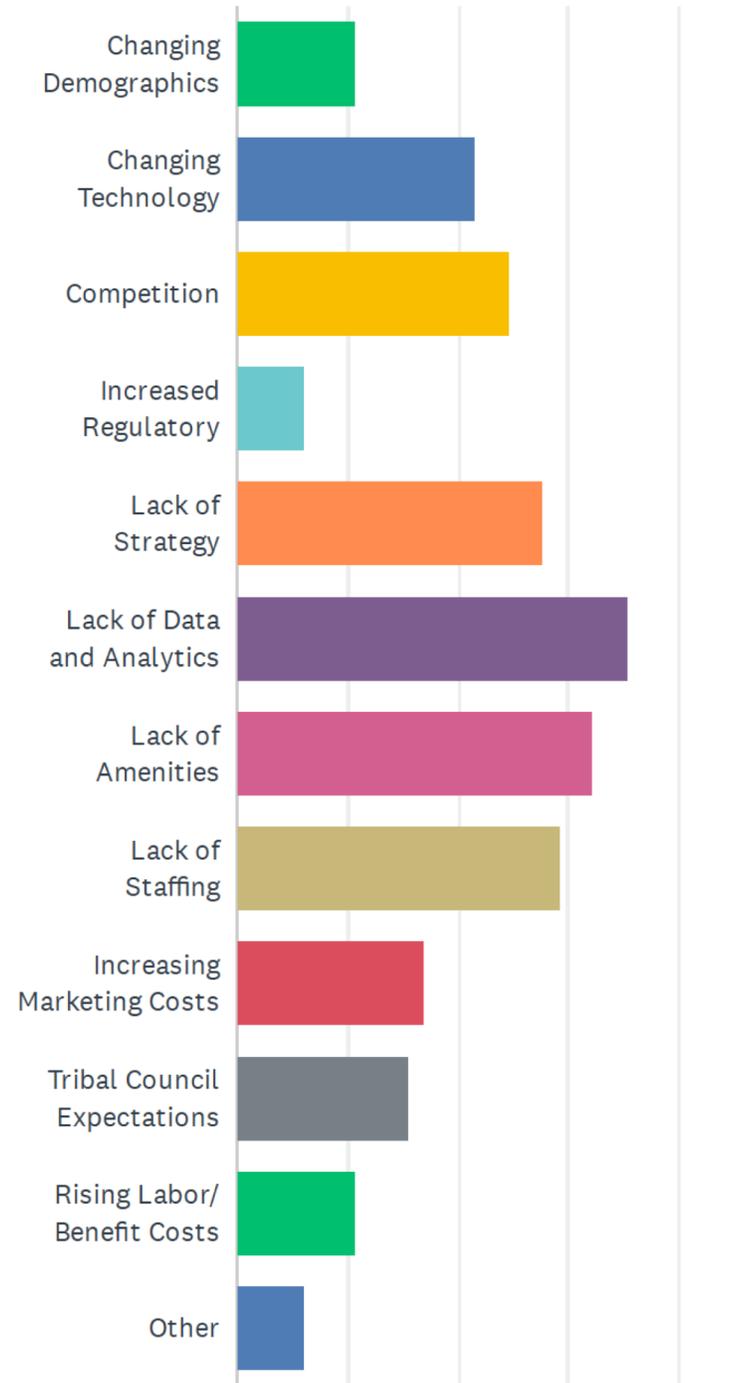
What types of technology contributed to your marketing success and drove additional revenue?



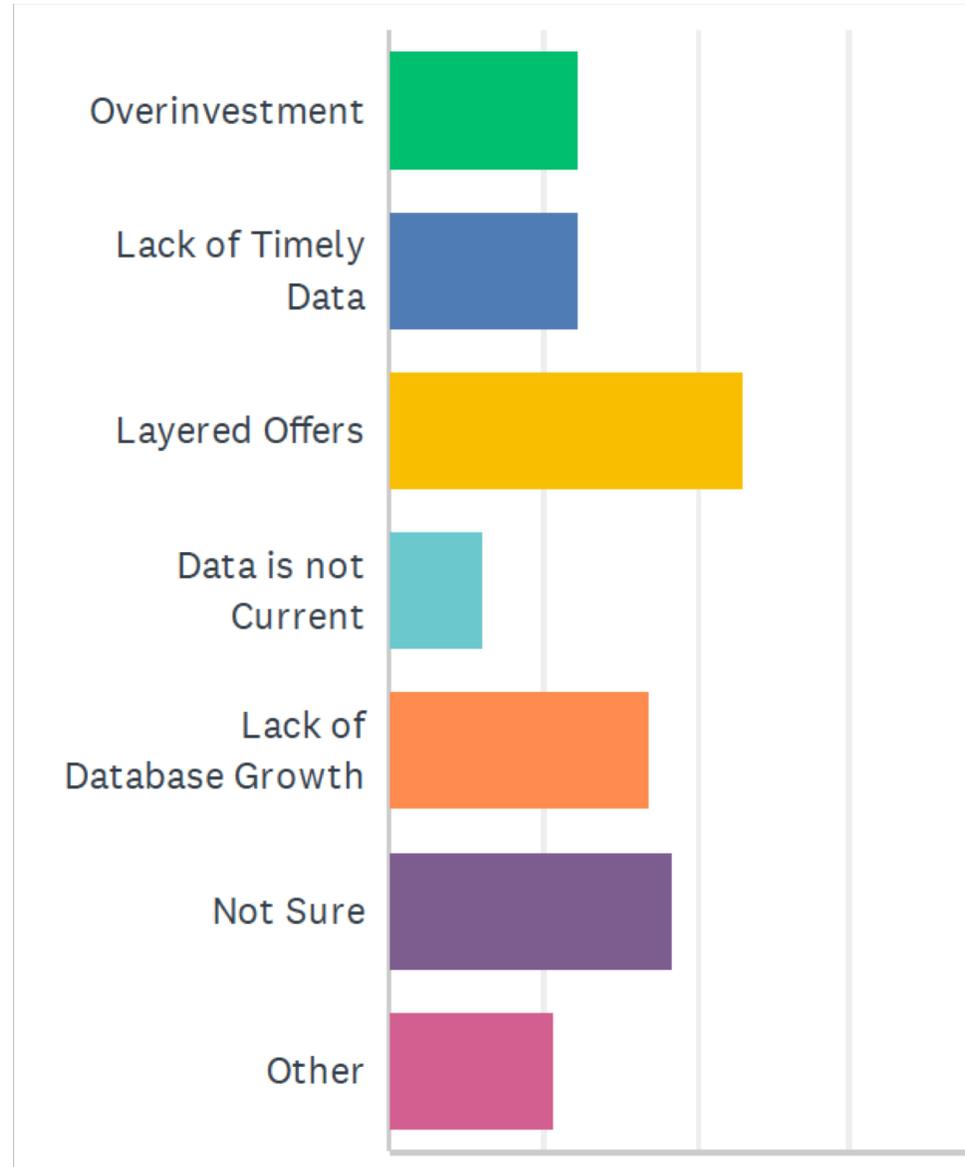
What was the marketing promotion that drove the most ROI within the last 12 months?



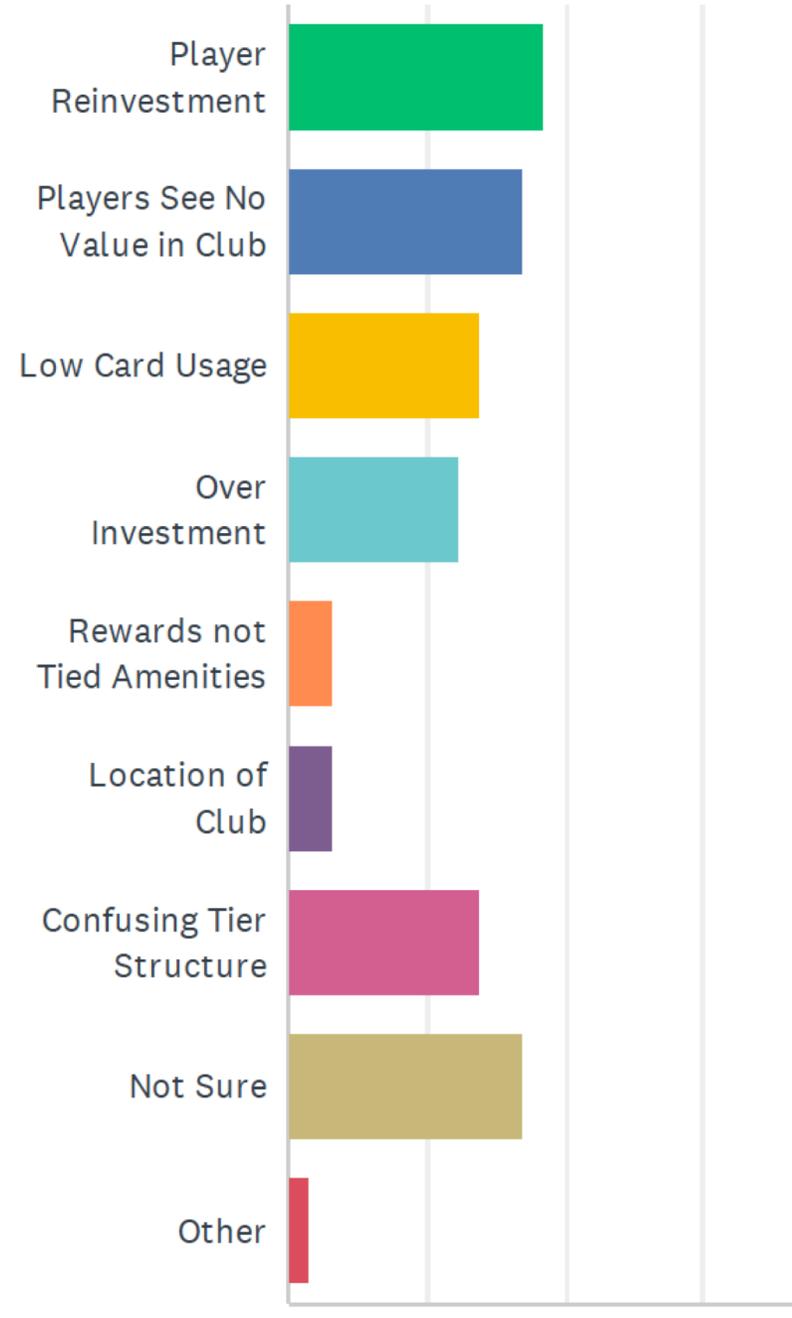
What do you see as the biggest issue facing your property?



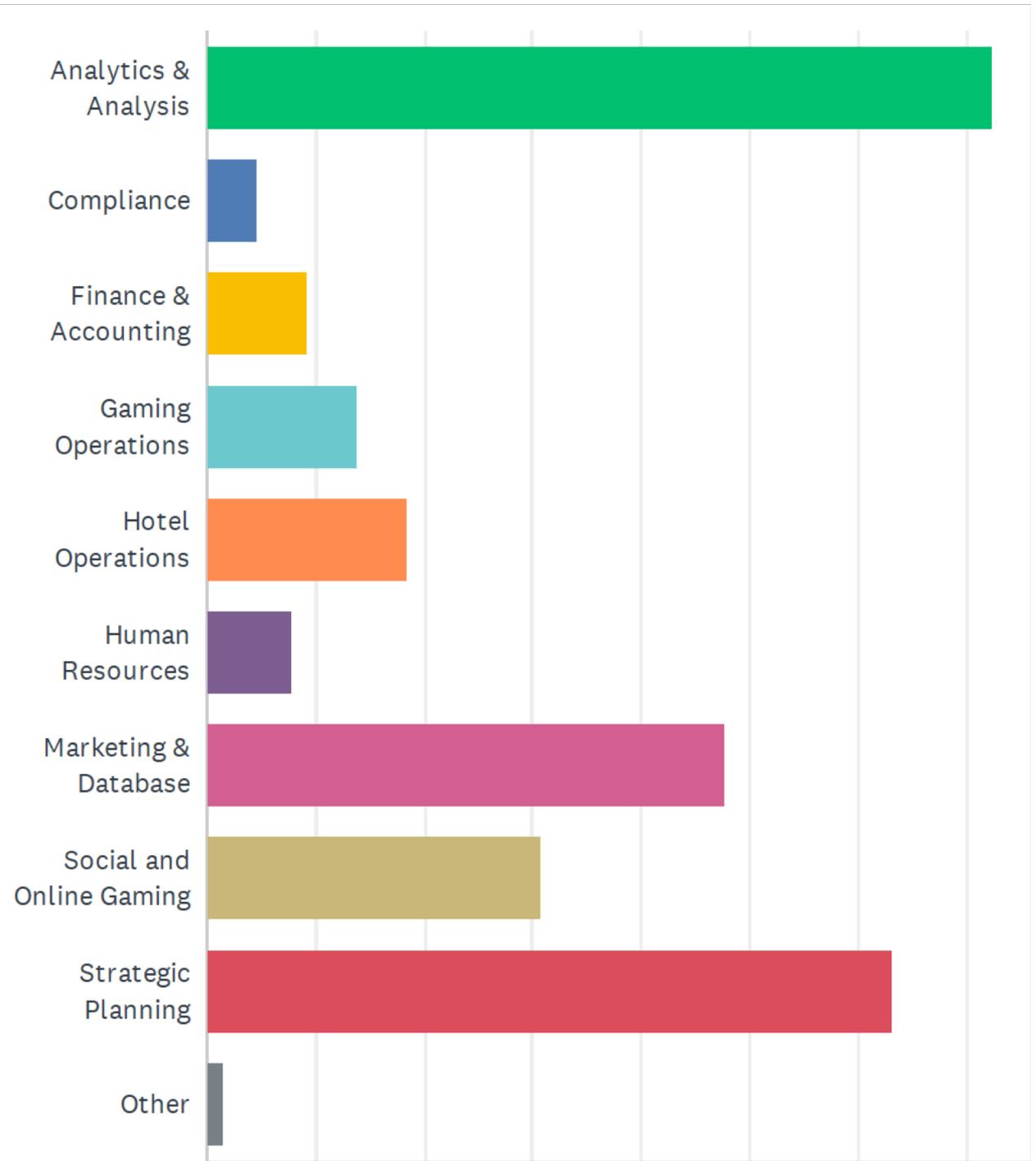
What is the biggest struggle you face in your direct mail program?



What is the biggest challenge you face with your loyalty club?



Select three areas of expertise you wish you had more of at your property:



Think Tank Challenge Group Project Results

TABLE 1, 2, 3	Identifying and managing layered offers
TABLE 4, 5	The how and why of creating an effective direct mail program
TABLE 6, 7, 8	Outline best practices when faced with these loyalty club struggles
TABLE 9, 10	Identify best practices for a successful continuity program
TABLE 11, 12	Outline the framework for a successful big prize giveaway
TABLE 13, 14, 15	Lack of staffing

Group Exercise:

1. Introductions

- Your position (pass out business card)**
- Overview of your property**
- Why did you come to the conference?**

2. Select a recorder (Who will fill out the form?)

3. Select a facilitator (Who will present to the audience?)

4. Leave Think Tank Challenge form on the table when done

Think Tank Challenge Group Project Results

TABLE 1, 2, 3	Identifying and managing layered offers
TABLE 4, 5	The how and why of creating an effective direct mail program
TABLE 6, 7, 8	Outline best practices when faced with these loyalty club struggles
TABLE 9, 10	Identify best practices for a successful continuity program
TABLE 11, 12	Outline the framework for a successful big prize giveaway
TABLE 13, 14, 15	Lack of staffing