Think Tank Challenge
Directions for every table
Table # _____

The following challenges will be discussed in this session and divided by tables:

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

Let's get started. Please read this to your team:
1. The goal of this project is to:
   a. Connect with other attendees!
   b. Give everyone in the room valuable tips and strategies based on your combined experience. Doesn't matter what your background is or your job title, together you will come up with a well-rounded solution.
   c. Use this exercise when you get back to your properties; invite different departments to generate new ideas.
   d. There are six different challenges, not all tables have the same challenge.

2. This is your master document, after the session please *leave at your table*. All challenges will be collected, inputted into a report format and sent to you after the conference.

3. Have all team members introduce themselves, their property, title and why they chose to attend the conference.

4. Exchange business cards.

5. Have everyone fill out their information on this form.

6. Select a presenter and a recorder. There is a copy for you to make notes before you transcribe onto this master sheet.

7. Your goal: You have approximately 30 minutes to come up with the solutions to your challenge. You'll have THREE minutes max to state your challenge and then list your key tips for a solution to this problem.

8. When you are done, you are welcome to share or combine your findings with the other table that has received the same challenge as you.

9. After you have completed your challenge, log into Ravingplay.com and put in your teammates badge codes.

Tell us who participated:

Name	Title	Property	Email

Challenge: Identifying and managing layered offers

Tables 1, 2, 3

Layered offers was identified as one of the biggest struggles you face in your direct mail program. For example, a player may receive three offers in the course of one week: perhaps a mailer, a promotion and a birthday promotion. Is this intentional or accidental?

Answer the following questions:

- How do you determine which offers should be considered layering?
- When would it be okay to have a layered promotion or is it always a no?
- How do you identify which promotion drove a particular trip?
- How do you factor in free play when evaluating layering?
- What are your three to five best tips to avoid layering?

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When would it be okay to have a layered promotion or is it always a no?

How do you identify which promotion drove a particular trip?

How do you factor in free play when evaluating layering?

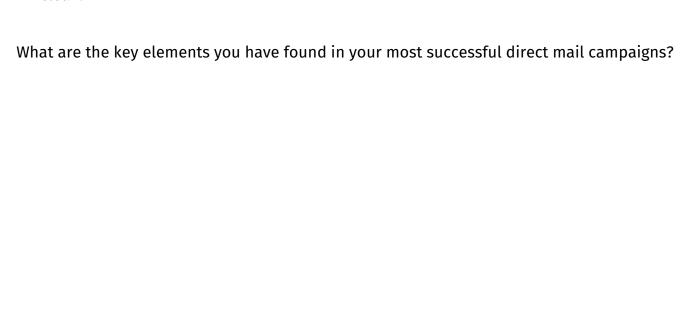What are your three to five best tips to avoid layering?

Challenge: The how and why of creating an effective direct mail campaign

Tables: 4, 5

The survey tells us that you are investing more money in direct mail; how are you making the most use of these marketing dollars?

Answer the following questions:

- What are the key elements you have found in your most successful direct mail campaigns?
- How do you determine if your mail program is over-invested?
- How do you determine the correct investment rate?
- List the top five campaigns that have the highest returns.
- Your direct mail campaigns are only as good as the quality of your database; give us three to five of your best tips on how you are growing your database and keeping it clean.

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How do you determine if your mail program is over-invested?

How do you determine the correct investment rate?

List the top five campaigns that have the highest returns:

Your direct mail campaigns are only as good as the quality of your database; give us three to five of your best tips on how you are growing your database and keeping it clean:

Challenge: Outline best practices when faced with these loyalty club struggles

Tables: 6, 7, 8

According to the survey, the two largest problems are either over-investment in the club OR guest find no value in the club.

Answer the following questions:
- What tactics should you consider when guests find no value in the club (example: don't sign up, don't use their card, complain about rewards)?
- What ongoing analysis should you be conducting to avoid under or over-investment?
- If you are over-invested what steps do you take to solve that problem?
- What type of player research can assist in solving investment and no value?

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What ongoing analysis should you be conducting to avoid under or over-investment?

If you are over-invested what steps do you take to solve that problem?

What type of player research can assist in solving investment and no value?

Challenge: Identify best practices for a successful continuity program

Tables: 9, 10

Based on the survey, continuity programs topped the list for successful programs in 2019.

Answer the following questions:

- How do you determine the prize type and cost?
- How will you evaluate layered costs for the promotion?
- What are the most important elements that must be included to be successful?
- What should you avoid?
- How do you determine player eligibility?

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Challenge: Outline the framework for a successful big prize giveaway
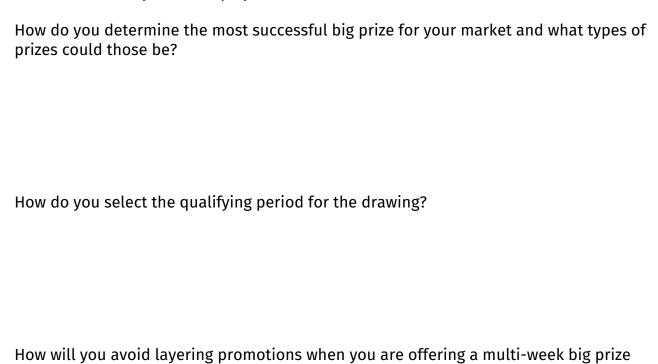
Tables: 11, 12

Big prize giveaways are still moving the bar based on the survey, but do you have all the measurement tools and strategies in place to truly evaluate their success?

Answer the following questions:
- How do you determine the most successful big prize for your market and what types of prizes could those be?
- How do you select the qualifying period for the drawing?
- How will you avoid layering promotions when you are offering a multi-week big prize drawing?
- How will you measure success?
- How will player's qualify?
- What should you avoid?
- What are the most important elements to be included to be successful?
- What role will your team play?

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How do you select the qualifying period for the drawing?

How will you avoid layering promotions when you are offering a multi-week big prize drawing?

How will you measure success?

How will player's qualify?

What should you avoid?

What are the most important elements to be included to be successful?

What role will your team play?

Challenge: Lack of staffing
Tables: 13, 14, 15

According to the survey, finding staff is an ongoing challenge we all face. Determine creative ways to potentially cross-utilize staff from other departments to solve this need.

Answer the following questions:

- How could you use the following positions to solve your needs?

Loyalty club

Host department

PBX

Special events/promotions

Database maintenance

Other

- What career path could you consider/develop in each area above to encourage people to stick around?

- Share your thoughts and ideas of what has worked at your property.