

# Raving NEXT: Analytics & Marketing Conference

## Event Schedule

Mon, Jan 25, 2021

8:20am

**Morning Welcome and Daily Brief: Get the Most Out of Your Day with Us**

**NETWORKING**

**🗣 Performer**

Chris Faria VP Marketing, Raving

8:30am

**Opening Remarks, State of the Industry and Interactive Roundtable**

**🗣 Moderator**

Deana Scott CEO, Raving

10:30am

**Rethinking Your Approach to Inactives - Marketing and Data Strategies to Reengage with Your Best Players**

**🗣 Presenter**

Lynette O'Connell VP Data Science and Operations, Raving

11:45am

**Not Your Average Desk Stretch with Judith**

**MOVE YOUR BODY**

**🗣 Speaker**

Judith Lombard Currier Raving NEXT Fitness Coach, PXP Fitness

12:30pm

**Did My Promotion Provide Any Incremental Lift? Common Mistakes Evaluating Promotions**

**🗣 Presenter**

Lynette O'Connell VP Data Science and Operations, Raving

2:00pm

## Supplier Live: Hot New Gifts for 2021 That Your Guests Will Want with Mark-it Smart

SUPPLIER LIVE

2:45pm

## Supplier Live with Finley & Cook

SUPPLIER LIVE

4:00pm

## Cocktail Mixer and Let's Make a Deal Game for Prizes

NETWORKING

Tue, Jan 26, 2021

7:30am

## Supplier Live: Red Circle Agency RECON Software Demo

SUPPLIER LIVE

8:20am

## Morning Welcome and Daily Brief: Get the Most Out of Your Day With Us

NETWORKING

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### 📣 Performer

Janet Hawk Raving Partner

8:30am

## Do Your Promotional Offerings Line Up with Your Players' Desires? How to Build a Bullet-proof Promotions Calendar

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### 📣 Moderator

Deana Scott CEO, Raving

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### 📣 Panelist

Thomas Osiecki Raving

Mike Meczka Principal, MMRC

Bryan Brammer Managing Partner, Profit Builder

10:30am

## Is Your Marketing Connecting with Our Core Product? Bridging the Gap Between Marketing and Slots

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### 📣 Moderator

Deana Scott CEO, Raving

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**Panelist**

**Mike Trask** Director of Product Marketing & Strategy, Ainsworth

**Ryan Bevens** Assistant General Manager, Maverick Gaming

**Daniel Schrementi** Vice President of Gaming Marketing & Sales, Incredible Technologies

**11:45am**

**Not Your Average Desk Stretch with Judith**

**MOVE YOUR BODY**

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**Speaker**

**Judith Lombard Currier** Raving NEXT Fitness Coach, PXP Fitness

**12:30pm**

**Fewer Guests Doesn't Mean Less Revenue - How to Keep the Right Customers in the Building with Strategic Segmentation**

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**Presenter**

**Lynette O'Connell** VP Data Science and Operations, Raving

**2:00pm**

**Supplier Live with Snappy**

**SUPPLIER LIVE**

**2:45pm**

**Supplier Live: Chart a Path with the National Leadership Development Conference**

**SUPPLIER LIVE**

**Wed, Jan 27, 2021**

**7:30am**

**Supplier Live: Meet Snappy**

**SUPPLIER LIVE**

**8:20am**

**Morning Welcome and Daily Brief: Get the Most Out of Your Day With Us**

**NETWORKING**

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**Performer**

**Chris Faria** VP Marketing, Raving

8:30am

## Leadership in Times of Chaos - Critical Building Blocks to Developing a Legacy of Leadership

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### 📣 Presenter

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

10:30am

## Do You Need a Data Warehouse? Your Analytics Roadmap to Sustain Long-Term Relationships

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### 📣 Moderator

**Lynette O'Connell** VP Data Science and Operations, Raving

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### 📣 Panelist

**Anthony Head** Raving Engineering Project Manager, Raving Consulting Company

**George Coyne** Head of Engineering, Raving Consulting Company

11:45am

## Not Your Average Desk Stretch with Judith

**MOVE YOUR BODY**

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### 📣 Speaker

**Judith Lombard Currier** Raving NEXT Fitness Coach, PXP Fitness

12:30pm

## Direct Marketing Trends - The New Casino Marketer's Tool Bag for Driving Trips

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### 📣 Speaker

**Deana Scott** CEO, Raving

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### 📣 Panelist

**Tonya Carpenter** Director of Email Marketing, Caesars Entertainment Corporation

**Mary Kilmer** Director of Casino Strategy, Red Circle

1:30pm

## Wrap Party and Prize Giveaway

**NETWORKING**

2:30pm

### Supplier Live: Red Circle Agency 2020 Player Behavior Study Review

SUPPLIER LIVE

3:30pm

### Supplier Live with Raving Engineering: Demo Raving Dashboards and More

SUPPLIER LIVE

4:15pm

### Supplier Live: Say Hello to ETIX

SUPPLIER LIVE

Thu, Jan 28, 2021

7:00am

### The Changing Face of Casino Advertising in 2021

ON DEMAND-ANYTIME

#### 📣 Presenter

Mark Astone CEO, Catalyst

Vikki Pass Senior Director of Media, Catalyst Marketing Company

### Why Every Casino Should be Utilizing Short Pulse Surveys

ON DEMAND-ANYTIME

#### 📣 Presenter

Debra Hilgeman Raving Senior Partner, Market Research, Raving Consulting Company

### Why Securing Your Player Data from Theft is a Critical Financial Issue

ON DEMAND-ANYTIME

#### 📣 Moderator

Janet Hawk Raving Partner

#### 📣 Panelist

Rachele Lyon, MBA-THRP Raving Partner, Human Resources, Raving Consulting Company

Derk Boss, CFE, CPP, CSP Raving Partner, Security and Surveillance, Raving Consulting Company

### Social Media: Are You Using All the Tools at Your Disposal to Maximize Your Efforts?

ON DEMAND-ANYTIME

 **Presenter**

Mark Astone CEO, Catalyst

Josh Williams Client Service Director, Catalyst Marketing Company

## Up-skilling and Re-skilling Your Valued Talent

ON DEMAND-ANYTIME

 **Presenter**

Patrick Horning National Tribal Strategic Alliance Executive, University of Phoenix

## Turning Your Loyalty Club and PD Department into the Ultimate Sales Machine

ON DEMAND-ANYTIME

 **Presenter**

Janet Hawk Raving Partner

## Smiling For Dollars: A Brief Talk on Key Measurements and ROI Metrics for Your Guest Service Delivery


ON DEMAND-ANYTIME

 **Presenter**

Steven Browne Raving Senior Partner, Player Development and Guest Service, Raving Consulting Company

## How to Navigate Entertainment in 2021

ON DEMAND-ANYTIME

 **Moderator**

Kell Houston Owner and Talent Buyer and Raving Senior Partner, Entertainment, Houston Productions

 **Panelist**

Bob Galombeck Vice President and Talent Buyer, Houston Productions

Jaci Marx Senior Director of Marketing, Isleta Resort & Casino

Seth Shomes Agent, Head of Casino Division - Music, United Talent Agency

## Take a Virtual Visit to the Ainsworth Showroom: New Products and Strategy Discussions (Sponsored Content)

ON DEMAND-ANYTIME

 **Presenter**

Mike Trask Director of Product Marketing & Strategy, Ainsworth

## Title 31 Simplified - How Technology is Changing the Game

ON DEMAND-ANYTIME

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 Presenter

Doug Parker Finley & Cook

9:00am

Supplier Live with Raving Engineering: Demo Raving Dashboards and More

SUPPLIER LIVE

10:00am

Supplier Live: Chart a Path with the National Leadership Development Conference

SUPPLIER LIVE

10:30am

Supplier Live: TG&H Delivers - How to Get Your Press Release Posted

11:00am

Supplier Live: University of Phoenix - Learn How Upskilling and Reskilling Valued Employees Can Make You Money

SUPPLIER LIVE

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