

**The CDC Consulting /  
UNLV International Gaming Institute**

**Slot Leadership  
Program**

**March 8-10, 2010**

**At the UNLV International Gaming Institute  
in Las Vegas, Nevada**

**Getting Better Results in 2010**

In difficult times the best results come from having an effective strategy supported by excellent execution. The Slot Leadership Program can help you think outside the box, identify how to improve your current product and processes, and improve the way you and your team execute the plan.

**Here's why this program offers an exceptional learning environment:** Each day, you will hear from speakers who are experts in their field on a range of topics related to slot operations and marketing. That evening, you will have the opportunity to visit Las Vegas casinos and see how they are applying the ideas that were discussed in the classroom that day. The next morning, the experts return for a discussion and analysis of what you saw on your casino visits the night before. Then it's on to a new topic, with new experts, and new casinos to visit.

**Some actual comments from our recent participants:**

*"It was excellent. Many other courses that I have attended have only scratched the surface of these topics. This was more in-depth. Presenters were knowledgeable and had practical experience to provide real life experiences."*

*"I liked the varied points of view of the speakers. It gives a broader perspective and different ways casinos may approach their marketing and player rewards programs."*

*"It was a great variety of subjects. It definitely opened my thought process."*

**Program topics include:** Strategies for Expanding the Slot Market, Slot Layout and Product Mix, Slot Performance Analysis, Getting the Most from Your VIP's, Loyalty Programs, A Look at Generational Direct Marketing, A Deeper Look at the Slot Player Experience, Getting the Most from Your Promotions, What Casino Executives Should Know about Video Poker, and Customer Service Leadership.

## Topics Covered in the Slot Leadership Program

### **The Ins and Outs - and Everything in Between - of Loyalty Programs**

Rewarding players has always been a key element in creating loyalty in the casino industry. Gathering data using a players club, and then leveraging it through select marketing channels is responsible for much of the organic growth at casinos around the world. In this session, learn from one of the industry's leading loyalty program strategist as we discuss proven methods to design and leverage tiered clubs, cashback, incentives, promotions, special events, and benefits properly aligned with a customer's earning potential. Learn how to keep players coming back by implementing effective loyalty tactics, better focus your communication to customers and employees, and use your competitors' actions to find opportunity niches.

### **A Look at Generational Direct Marketing**

The way to communicate to your guests keeps changing. It is not enough to rely on one-size-fits-all direct mail strategies anymore. To attract & retain guests, you need to understand how to speak their language in a way that sticks. The good news – the starting point has not changed. It still starts with knowing your guest. When you know exactly who is driving every dollar of revenue, you are able to market efficiently and effectively.

### **Strategies for Expanding the Slot Market**

Only 5% of adult Americans gamble regularly, meaning 95% don't like what our casino floors offer. In order to grow, we've got to provide more of what people want to play and we've got to reach outside of the casino environment and into the lives of adult consumers to convince them that recreational gambling is an enjoyable activity. Today's management practices and data collection systems are woefully underequipped to meet this new challenge. In this session, we'll discuss why people gamble, how we can reach new potential customers and how to ensure you offer the satisfying gambling experiences they must have in order to become a loyal customer.

### **Slot Layout and Product Mix**

Learn how to develop a successful slot floor layout, slot product mix and product portfolio. This segment will also cover denomination issues, multi-games, ticketing, managing participation products, game mix percentaging, slot merchandizing and promotions, signage and progressives, bonusing and time-based tournaments, and customer retention through value-added events.

## Topics Covered in the Slot Leadership Program

### Performance Analysis

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Analyzing the performance of games is critical to maximizing the results of the slot department. This segment will cover the knowledge cycle (data to intelligence), data collection sources, key ratios and formulae, developing key performance indicators, managing by metrics, software tools for management, Monte Carlo simulations for decision-making, decision tree analysis and queuing analysis.

### What Casino Executives Should Know About Video Poker

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In most modern casinos there are several dozen types of video poker --- like jacks or better, bonus poker, double bonus poker, double double bonus poker, deuces wild, joker wild, super aces bonus, etc. They come as single line games, Triple Play up through Hundred Play, and with and without progressives. This segment will explain the differences between these games in an easy-to-understand manner. It won't turn you into a competent player, but it will turn you into a casino manager who understands the differences between these games.

### Getting the Most from Your Promotions

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Gaming promotions offer every property – large and small, highly amenitized and plain – the chance to increase excitement and provide customers with a value-added experience for the gaming dollar. In this session, we will talk about how to design the optimal promotional strategy from start to finish – laying out a quarterly calendar, developing a wide variety of promotional concepts, and the importance of developing pro-formas to ensure incremental profitability. We'll discuss the importance of flawless execution, and new technologies that can help ensure this. And we'll debate the importance of post-analysis and learning, to help get the process going all over again.

### Getting the Most from Your VIPs

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Customers like to say that “everybody’s money is the same shade of green,” but is that really true? In this session, we will discuss the importance of the VIP player to your overall business and talk about marketing strategies specifically designed to consolidate the wallets of these sophisticated – and elusive – customers. From host programs to player contact systems, from special events to the right loyalty program, we will show you how just a small change from your best players can have a big impact on your bottom line.

## Topics Covered in the Slot Leadership Program

### Customer Service Leadership

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This presentation will cover what makes people perform and apply these concepts to a practical process that will help you develop outstanding customer service. Some of the topics covered are:

- Developing behavioral customer service standards
- Developing a process for measuring compliance with the standards
- Giving effective feedback
- Increasing accountability
- Developing a recognition program

### A Deeper Look at the Slot Player Experience

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This presentation looks at the results of three studies that dispel some existing management paradigms. The pay tables or math of the games can greatly influence the player's experience and ultimately his or her satisfaction. In this presentation, the relationship between par and play time (a.k.a. time on device) will be explored. Also, the relationship between play time and the following variables will also be explored: Hit frequency, pay table volatility, and the coefficient of variation of the pay table. The latter variable is simply a measure that jointly considers a game's par and volatility. A third study looks at the impact of different locations on machine performance. The results of this research are interesting, controversial, and insightful. The managerial significance of this research is great, as casino executives are afforded key information regarding the positioning of their slot product.

## Schedule/Program

### Monday, March 8

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**8:30am - 9:00am: Registration**

**9:00am - 9:15am: Welcome and Introductions** - Dave Newton

**9:15am - 10:45am: Loyalty Programs** - Marlene Reyes

**10:45am - 11:00am: Break**

**11:00am - 12:30pm: A Look at Generational Direct Marketing** - Staci Columbo

**12:30pm - 1:15pm: Lunch**

**1:15pm - 2:45pm: Strategies for Expanding the Slot Market** - John Acres

**2:45pm - 3:00pm: Break**

**3:00pm - 4:30pm: Slot Layout and Product Mix** - John-Martin Meyer

**Evening: Property visits\***

### Tuesday, March 9

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**9:00am - 9:30am: Discussion of Property Visits re: Loyalty Programs** - Marlene Reyes

**9:30am - 10:00am: Discussion of Property Visits re: Slot Layout and Product Mix** -  
John-Martin Meyer

**10:00am - 10:30am: Performance Analysis** - John-Martin Meyer

**10:30am - 10:45am: Break**

**10:45am - 12:30pm: Performance Analysis (continued)** - John-Martin Meyer

**12:30pm - 1:15pm: Lunch**

**1:15pm - 2:45pm: What Casino Executives Should Know About Video Poker** -  
Bob Dancer

**2:45pm - 3:00pm: Break**

**3:00pm - 4:30pm: Getting the Most from Your Promotions** - Randy Fine

**Evening: Property visits\***

### Wednesday, March 10

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**9:00am - 9:30am: Discussion of Property Visits re: Video Poker** - Bob Dancer

**9:30am - 10:00am: Discussion of Property Visits re: Promotions** - Randy Fine

**10:00am - 10:30pm: Getting the Most from Your VIPs** - Randy Fine

**10:30pm - 10:45am: Break**

**10:45am - 11:15am: Getting the Most from Your VIPs (continued)** - Randy Fine

**11:15am - 12:30pm: Customer Service Leadership** - Dave Newton

**12:30pm - 1:00pm: Lunch**

**1:00pm - 2:30pm: A Deeper Look at the Slot Player Experience** - Dr. Anthony F. Lucas

**2:30pm - 2:45pm: Program Wrap-up and Presentation of Certificates** - Dave Newton

\* **Property visits** – seminar participants visit properties of their choice independently

## Profiles of the Presenters

### John Acres

John Acres is founder and CEO of Talo Inc., a company which offers products and consulting services that make casino games more enjoyable for players and more profitable for casinos. John began designing gaming machines in 1972 and holds a B.S. in Mathematics from Ball State University. He is the inventor of electronic player tracking, modern progressive jackpots and systems bonusing. He holds 32 issued US patents with over 50 applications pending. John has founded the Gaming Standards Association (GSA) along with several successful gaming companies including: Electronic Data Technologies, Mikohn and Acres Gaming.



### Randy Fine

Randy Fine is the Managing Director of The Fine Point Group, a full service management company and consultancy focused on the international gaming and hospitality industries. As part of FPG's management contract, Randy serves as Chief Executive Officer for the \$350M Greektown Casino-Hotel in Detroit, Michigan, which FPG has successfully turned around. Prior to founding FPG in 2005, Randy served as corporate Vice President for both loyalty programs and slot operations at Harrah's Entertainment, where he authored the intellectual property behind the "Unified Player Rewards" patent that underlies the current Total Rewards program, the industry's most recognized loyalty and rewards system. Under his leadership, FPG's staff of fifteen has completed successful engagements for more than 150 gaming properties on three continents. Randy received his undergraduate degree, magna cum laude, from Harvard College, and his MBA, with high honors, from Harvard Business School.



### Staci L. Columbo

Staci L. Columbo recently joined Warner Gaming as managing director after serving as vice president of marketing and advertising for Station Casinos, Inc. over the last decade. In that role she oversaw operations for the Company's advertising and marketing programs, e-marketing, direct marketing, database management, and entertainment. At the age of 32, she was recognized by LV Business Press as one of the "Top 40 under 40" in Las Vegas and in 2002, she was recognized as one of the "Top 25 People to Watch in Gaming" by Global Gaming Magazine. Most recently, Columbo was recognized as one of the Top Ten Women in Gaming by Casino Enterprise Management.



## Profiles of the Presenters

### Marlene Reyes

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Marlene started her career as a Customer Satisfaction Specialist at Harrah's Atlantic City. Today, with more than 10 years of gaming experience, Marlene is FPG's Senior Operations Executive, responsible for end-delivery of all client engagements, as well as the firms' management. Prior to joining FPG, Marlene was the Executive Director of Guest Experience for MGM Mirage and the Corporate Director of Brand and Loyalty Marketing for Resorts International Inc, an entity of Colony Capital, where she spearheaded the development of a multi-property CRM application and loyalty program for all six properties in several jurisdictions. In addition, Marlene is the former Corporate Manager of the Total Rewards Program for Harrah's, where she was responsible for new property integration and turnaround.



### John-Martin Meyer

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John-Martin Meyer was Director of Development and Director of Slot Operations for MGM/Mirage Resorts, for whom he developed unique product lines to supplement non-ticketed games. He was also involved in developing Mandalay Resort Group's "One Club" (cross-property player club and marketing initiative). His areas of expertise include technology solutions, biometrics, player tracking systems, surveillance, internal controls, procedures, operations analysis, casino start-up and remodeling, forecasting, property purchase and transfer evaluation.



### Bob Dancer

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Bob Dancer is a highly successful professional video poker player. He is the author of the best-seller **Million Dollar Video Poker** (it tells how he parlayed \$6,000 into \$1,000,000 while playing video poker), and his latest book, **Video Poker for the Intelligent Beginner** (an excellent book for managers as well as players). He has written or co-written eight additional books on video poker. Dancer was instrumental in developing Video Poker for Winners, the best video poker computer software ever mass-produced. He teaches video poker classes regularly in Las Vegas and around the country, was voted "Favorite Gaming Personality" for three years straight by Casino Player magazine, and has helped numerous casinos design successful video poker promotions and effectively manage their video poker business.



## Profiles of the Presenters

### **Dave Newton, SPHR**

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Dave Newton has over 20 years experience in human resources and training, including six years as Vice President of Human Resources at the Venetian, which won two awards for Workplace Excellence under his leadership. Prior to the Venetian, he was Corporate Director of Human Resources for Station Casinos. Mr. Newton brings an operational viewpoint to human resources, having worked in front office operations at The Waldorf-Astoria and as a hotel general manager. He is an expert in helping organizations develop the leadership practices and systems to maximize the performance of their people. Mr. Newton has an M.B.A. in management from Pace University in New York and a Bachelor's degree from Cornell University's School of Industrial and Labor Relations.



### **Anthony F. Lucas, Ph.D.**

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Anthony F. Lucas received his Ph.D. in Hotel Administration from the University of Nevada, Las Vegas, in 2000. He also received an MBA, in 1992, from UNLV, and a BS, in Accounting, from Ball State University, in 1986. Over a ten-year period, Dr. Lucas worked in the area of operations analysis for Harvey's Resort Hotel Casino, Harrah's, the MGM Grand, and the Palace Station Hotel Casino. Currently he serves as an associate professor on the faculty of UNLV's William F. Harrah College of Hotel Administration.



Dr. Lucas has worked extensively on the development of statistical models to better understand the effects of various casino marketing and operations-related variables on hotel/casino performance measures. Additionally, he has developed several performance-potential models to explain the variation in individual slot machine performance.

## Seminar Costs

### Early Bird Rate - \$825

(Registration and payment by February 15, 2010)

### Regular Rate - \$895

(Registration and payment by February 26, 2010)

Registration includes seminar,  
training materials, breaks and lunches.  
Dinners and transportation are not included.

**Register NOW at [www.compdance.com](http://www.compdance.com).**

### Discount for Multiple Attendees

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#### Discounts for attendees from the same company

**Early Bird Rate**  
(Payment received by  
February 15, 2010)

**Regular Rate**  
(Payment received by  
February 26, 2010)

|                    | Early Bird Rate                              | Regular Rate                              |
|--------------------|--|---|
| 1st Attendee       | Early Bird Rate                              | Regular Rate                              |
| 2nd-10th Attendee  | Get a 10% discount off of<br>Early Bird Rate | Get a 10% discount off of<br>Regular Rate |
| 11th-20th Attendee | Get a 20% discount off of<br>Early Bird Rate | Get a 15% discount off of<br>Regular Rate |

### Refund/Cancellation

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If you cancel more than two weeks prior to the start of the seminar (10 business days), we will refund your registration payment minus \$100 processing fee.

If you cancel five to ten business days prior to a seminar, we will refund 50% of the registration fees paid.

If you wish to cancel less than five business days before the seminar there is no refund except for travel or medical emergencies.

Substitutions for the Slot Leadership Program may be made at any time with no charge.

If you want to reschedule your training, we will apply the full registration paid towards a future CDC seminar(s) with no penalties or processing fees.