



Inaugural
**Casino Marketing
Executive Exchange**

February 26th - 28th, 2019
Talking Stick Resort
Scottsdale, AZ

Tuesday, February 26th

2/11/2019

1:24 PM

7:30 - 8:30 PM Welcome & Networking Reception in Sunwatcher Bar

Please join us Tuesday evening to unwind at a Welcome Reception and enjoy a glass of wine and light hors d'oeuvres under the stars as you re-connect with old friends and eagerly meet new ones.

Sign up sheets for 1-on-1 meetings will be made available at the registration desk

Marketing Casino Executives will have the opportunity and are encouraged to meet with our Partners for one-on-one meetings throughout the event in a designated area. Sign-up sheets will be available starting on Tuesday, February 26th at the Opening Welcome Reception for you to schedule a time to meet if desired. These meetings are completely voluntary and for all Executives who participate in a minimum of two (2) one-on-one meetings, you will be entered into a Grand Prize drawing to win a \$500 AMEX gift card to be announced prior to the golf outing departure on Thursday.

Wednesday, February 27th

7:30-8:25 AM Conference Registration & Networking Breakfast in Blue Coyote Cantina

8:25-8:30 AM Welcoming Remarks in Salt River 3



Justin O'Connor
President
Native Nation Events / NNE Group

8:30-9:45 AM Identify-Brainstorm-Solution in Salt River 3

Some of the nation's leading casino marketing executives and product and service providers within the Gaming industry will gather for a two and a half day exchange that will address the most vital or "what keeps us up at night" challenges within the Gaming space. It has been called "the most unique networking opportunity in gaming"!

Right from the onset of day one we will get down to business by breaking into small teams to address the task at hand with eight to ten or so of the leading minds in the industry within each group. What is discovered and presented to the group will help set the stage for the remainder of the Exchange, and at the same time you'll learn from the peer to peer interaction between casino marketing leaders and providers from around the country.

9:45-10:00 AM Morning Networking Break

10:00-11:00 AM **The Power of Bringing Emotional Intelligence Into the Workplace and Your Personal Life in Salt River 3**

- Understanding the 5 Cornerstones to E.Q. Competency.
- The importance of becoming more aware of managing your own emotions and feelings through challenging environments.
- Becoming more comfortable in seeking out feedback and delivering difficult feedback to employee.
- Exploring the learned skills to using E.Q. as the catalyst to stress management, healthy recovery and living more present.
- The healthy sustainable leader.

Presenter:



Jim Stroker
Coach
Native Nation Events / NNE Group

11:00-11:45 AM **Rapid Fire Show & Tell in Salt River 3** **Meet Your Forum Partners**

If you only had five minutes to show off your company, what would you do?

Over the next hour and a half, each Forum Partner will have the opportunity to get up in front of the room and share who you are and what you do. In this professional version of show and tell, you'll have **five minutes** to present, interact with attendees, and leave a lasting impression. You can show a physical product or have an informal conversation, but make it fun and fast because you will be on the clock! This will provide exposure to a large number of people in a short amount of time and give you the opportunity to introduce yourself and your company early on, which will allow you to build on your relationships over the next two days.

Forum Partners:

- Intelligent Blends
- Imagine This
- Catalyst
- CIS Technology
- GT Radio

11:45-12:30 PM **The Economic State of Indian Gaming & it's Overall Impact on the Gaming Industry in Salt River 3**

- Native American gaming continues to be one of the most important segments of the gaming industry.
- With its stronger growth over the last couple of years, it has become the largest industry segment.
- Despite this growth on a nationwide basis, the performance of Native American gaming continues to vary widely across tribes, casinos, and states.
- Dr. Alan Meister, economist and author of the annual Indian Gaming Industry Report, will present the results of his new research highlighting the recent and historical performance of Indian gaming, comparisons to other segments of the gaming industry, and discussion of challenges and opportunities facing the industry.

Presenter:



Alan P. Meister, Ph.D.
CEO & Principal Economist
Meister Economic Consulting, LLC

12:30-1:30 PM **Networking Lunch in Blue Coyote Cantina**

1:30 -2:30 PM **Simple Steps to an Extraordinary Career & Life in Salt River 3**

This session will explain in tremendous detail, but in an incredibly simplistic manner, how we often sabotage our own careers and lives. Not only will it awaken attendees to the inner saboteur that everyone has, which most people have no idea even exists, but it will give them the solutions for immediate changes. This is not about paradigm shifting, putting it out to the universe or some complex relative theory; attendees will learn the exact basic steps needed to make long-lasting positive changes in their careers and lives. The result of this session is employees who are engaged, powerful, accountable and ready to take on the world. This will help move people from making emotionally safe decisions, to powerful decisions. It also opens them up emotionally, breaks down barriers and creates the desire for deeper learning. It will truly change lives forever!

Topics include:

- Understanding Fear
- Your Inner Saboteur
- Three Levels of Desire
- Paralysis of Victimization
- Two Emotional Motivators
- Energy Givers & Vampires

Presenter:



Brad Worthley
Owner
Brad Worthley International, Inc.

2:30-2:45 PM **Afternoon Networking Break**

2:45-3:45 PM **It's the gambling, _____! in Salt River 3**

- Mike Meczka has conducted research projects for and consulted with scores of tribal and non-tribal casinos. In the process, the MMRC team has interviewed hundreds of thousands of casino patrons.
- Along the way, Mike discovered a universal truth coining the phrase, "It's the Gambling, Stupid!" as a constant reminder of what is most important to player and operator alike.
- Mike will share his learnings regarding how well or not casinos know their patrons, as well as his views on free play, millennials, high hold games, players club rewards and the most profitable gaming segments, to name a few. Casino practices that patrons cite as negatively impacting their loyalty and their casino experience.
- This Casino Marketing Lifetime Achievement Award honoree will throw down the gauntlet testing current casino strategies.

Presenter:



Michael Meczka
President
Meczka Marketing, Research, and Consulting, Inc.

3:45-5:00 PM **The Future of Marketing in the Gaming Industry: Where It Is and Where It's Going in Salt River 3**

- Industry experts will lead this open-forum, moderator-led roundtable discussion, where you will discover what some of the best current marketing strategies and tactics are including digital marketing development, guest activation strategies, one to one marketing, etc.
- How have advertising changes, deregulation of TV, increased competition and people now having access to WAY more information affected current marketing strategies?
- What influence does Generation X vs. Baby Boomers vs. Greatest Generation have?
- How might these strategies change within the next 5 years?
- This doesn't mean that some of the true and tried strategies won't remain relevant, but will they morph, stay the same or even be replaced by new tactics?

Moderator:

CMO/Director of Marketing- TBD

Presenters:



Mark Astone
Chief Executive Office
Catalyst Marketing



Adam Bullock
Executive Vice President
Imagine This



Michael Meczka
President
Meczka Marketing, Research,
and Consulting, Inc.



Tino Magnatta
Host
GT Radio
Co-Founder
GT Advertising

5:00 PM **Day 1 Concludes**

5:30-6:30 PM **Cocktail & Hors d'oeuvres Reception in Degree 270**

After a long day of learning, follow us to a relaxing cocktail reception where we'll be serving a wide variety of hors d'oeuvres and drinks. Prior to embarking on your dinner plans, you'll have time to unwind and mingle with your fellow attendees and presenters. As we all know you can learn a lot from your peers, and this is the perfect opportunity to continue your conversations from the day and get any questions you may have answered.

8:00 –9:00 AM Networking Breakfast in Blue Coyote Cantina

9:00-10:00 AM Playing the Digital Marketing Game- How Social Media Can be a Powerful Tool for Marketing Your Casino in Salt River 3

- Casinos are using targeted social media campaigns, geofencing digital ads and other data-rich advertising methods to reach guests more efficiently and improve future marketing campaigns.
- In 2018 social media was statistically identified as the language for 77% of the world’s population, are you speaking the language?
- What is Influencer Marketing and how is it an effective form of digital advertising on social media?
- Over 70% of online searches are currently done via a mobile device (tablet or phone), and the remaining 30% are completed via a desktop computer and reach a much greater targeted audience than many other advertising venues.
- Digital advertising helps reach a younger audience by making information available to them on their mobile devices while they are on the move.
- Do you have a strategic understanding of where the digital footprint fits in your brand-building model?

Presenter: TBD

10:00-10:15 AM Morning Networking Break

10:15-11:15 AM Panel- TBD

11:15 AM Casino Marketing Executive Exchange Ends

**12:30 PM Golf Scramble/Boxed Lunch
O’odham Course**

On Thursday afternoon, you’ll “scramble” over to one of the top rated golf clubs in Scottsdale! Designed by legendary course architects Ben Crenshaw and Bill Coore, the distinctive championship golf course at Talking Stick Golf Club offer a variety of scenery and memorable experiences. Our shotgun start, open to experts and beginners alike, will be thoroughly enjoyed by all. After we will gather back at the bar for some libations and food and hear the winners of the long drive, closest to the pin and several other prizes for this fun but yet slightly competitive outing!