



Raving's 14th
Indian Gaming
National Marketing Conference

REGISTER TODAY

775-329-7864

conferences@ravingconsulting.com
ravingconsulting.com/indian-gaming



JANUARY 30 - FEBRUARY 1, 2012

AGUA CALIENTE CASINO RESORT SPA, RANCHO MIRAGE, CA

Hundreds of casinos have sent their marketing teams, GMs and tribal decision makers for advanced courses in casino marketing strategies that work for tribal casinos, including:

- Some underappreciated (and underutilized) Indian gaming marketing tactics
- Doctor Eliot's cures for all that ails ya! Getting the straight, unadulterated truth about the math in casino marketing
- Being the best #2: capturing players from regional markets
- You can drive revenue & deliver recognition at the same time with the right VIP events!
- The future of casino marketing is interactive
- Rediscovering your property amenities; how to fill your tier rewards menu with sustainable benefits
- How to deal with 'you tightened the machines!' and other accusations and nasty situations, from the very guests you try to serve in your Indian gaming operation
- Building a successful conflict resolution and management plan at your tribal casino
- You've got a great tracking system ... do you know what's in there?



Media Sponsor:



Raving Bet Raving Knows.™

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Tel: 775-329-7864 | Fax: 775-329-4947 | Email: ravingknows@ravingconsulting.com

Monday, January 30

4:00 PM — 8:00 PM

Registration Open

6:00 PM — 8:00 PM

Welcome Reception, Networking Party, Exhibitor Displays and Evening Assignment

Meet your fellow attendees, sponsors and presenters while enjoying drinks and hors d'oeuvres. Explore the quality marketing products and services of exhibitors prepared to show you additional ways to grow your gaming business.

Receive a fun and valuable assignment that will involve exploring (with a trained marketing eye) the impressive Agua Caliente Casino Resort Spa. This is a perfect icebreaker and start to a rigorous two days of learning and relationship building!

Tuesday, January 31

7:30 AM — 5:30 PM

Registration Open

7:30 AM — 8:30 AM

Breakfast & Exhibitor Displays

Come early, grab a cup a'jo and some brain food and check out the cutting-edge technology and services our sponsors are waiting to share with you. Get to know your fellow executives from across the country and start asking our guest presenters those tough questions.

8:30 AM — 9:30 AM

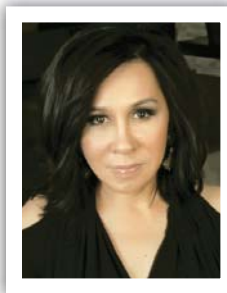
Opening Keynote Presentation Tribal Leadership Support For Your Projects —One of Your Greatest Assets: How to Build It and Keep It

All too often, great projects fall by the wayside because they don't have the tribal leadership support that's required to move forward. Various elements might be in place for a successful project, but one key ingredient may be missing – tribal leadership support. Learn how to position your projects so that everyone wins: you, your customers, management, tribal leadership, and the tribe.

Presenter: Frances Snyder, Public Relations, Santa Ynez Band of Chumash Indians

9:30 AM — 9:45 AM

Networking Break, Exhibitor Displays



9:45 AM — 10:45 AM

Being the Best #2: Capturing Players From Regional Markets

Undoubtedly you serve a locals market. Your best players can just roll out of bed to sit at one of your slot machines. But what about the untapped markets just beyond your reach? How do you create additional revenue without overspending in your regional markets? Many salivate over capturing market share; however, throwing money at stealing business from your competitors may not be the most profitable strategy. Being the best second choice with your players may prove more profitable than risking it all to win loyalty at any cost. During this session we will define what a regional market is, what incentives work and how to deliver them, and how to gain incremental revenue without jeopardizing what currently is working for you.

Presenter: Nicole Barker, Raving Database Project Partner

10:45 AM — 11:00 AM

Networking Break, Exhibitor Displays

11:00 AM — Noon

Some Underappreciated (And Underutilized) Indian Gaming Marketing Tactics

Indian Gaming is well past its infancy and Indian Gaming marketing has become much more sophisticated. We now look hard at "ROIs" and "marketing reinvestment rates." We "segment databases" looking for "upsiders, incliners, decliners and inactives." Advertising "reach" and "frequency?" Old hat stuff. We even have moved into the new age media of "click throughs" and "page views." And all of this is well and good – EXCEPT – have we left some of the simple, some of the tried and true, some of the SUCCESSFUL, marketing tactics behind in our rush to be the "ultimate in analytical?" Well, in this anti-geek session, Dennis makes the strong case that we are, as he shares numerous common sense and guest focused marketing winners that will have you furiously scribbling notes and noodling on how you can immediately work several of them into the strategic marketing plan at your tribal casino.

Presenter: Dennis Conrad, President and Chief Strategist, Raving Consulting Company



Noon — 1:30 PM Showroom

Keynote Luncheon: The Rapidly Changing Face of Media In Indian Country and What It Means for Indian Gaming Marketers

The first Native American TV channel in the United States, FNX: First Nations Experience Television, went on the air September 25, 2011. FNX is a new multimedia platform featuring authentic voices and stories reflecting the reality of the Native American experience. It is another example of the rapidly changing face of media in Indian country. So what does it

all mean for Indian gaming and marketing executives at tribal casinos throughout North America? You will find out in this cutting edge session from Valerie Taliman, award-winning journalist, President of Three Sisters Media, Navajo tribal member and a key player in the development of FNX.

Presenter: Valerie Taliman, Editor, Indian Country Today

1:30 PM — 2:30 PM

Forget Facebook ... Try Face-to-Face!

"Getting to know you; getting to know all about you." The concept might not be as old as The King & I, but meeting new people and getting to know them up-front and personally is becoming a dying art. Internet interactions are replacing coffee house chats, first dates, and telephone conversations. How good are you at introducing yourself to someone new and making a connection in person? Find out in our popular Speed Networking session. Bring a handful of business cards and be ready to put your best foot (and "all about me" speech) forward!

2:30 PM — 5:00 PM

Small Group Workshops

The workshops at Raving's Indian Gaming National Marketing Conference have been a signature part of the event since its inception. They are designed as "roll up your sleeves," "bring your issues to the table," working sessions, where workshop leaders do not "speak," but rather facilitate discussions, and hopefully solutions, in the main marketing areas that Indian gaming executives confront every day. The workshop leaders are the most knowledgeable experts in their respective marketing disciplines, with vast experience in Indian Gaming, and are given the charge from Raving to be candid, interactive and pertinent! Choose three small group workshops from the workshop page on page 6-7.

2:30 PM — 3:30 PM

Workshop Session One (see workshop list on page 6)



3:30 PM — 4:00 PM

Special Networking Break sponsored by SCA Gaming

SCA will be showcasing the latest in innovative promotions for the gaming industry. Attendees will have the opportunity to become a contestant on a featured game show that offers them a chance to win \$250,000! Guaranteed cash prizes will be awarded.



4:00 PM — 5:00 PM

Workshop Session Two (see workshop list on page 6)

5:30 PM — 6:30 PM

Back Of The House Tour Agua Caliente Casino Resort Spa & Cocktail Party sponsored by Imagine This (optional)

Make sure to pre-register for this annual attendee favorite. Behind any good establishment is a terrific team. On your back-of-house tour you'll see Agua's conference center kitchen and prep areas, housekeeping department, which includes an underground tunnel spanning the property, as well as their reservations department, team dining room, engineering facilities and more. Your final stop will be the luxurious Sunset Suite where Imagine This will be hosting a cocktail party for everyone on the tour!



HOST HOTEL INFORMATION:

You'll want to stay at our host property Agua Caliente Casino Resort Spa. Make sure to reserve your room no later than Monday, January 9. After this date, room rate and availability is not guaranteed – rooms were sold out last year!

Reservations: 800-854-1279

Group Code: Raving Consulting Conference

Rate: \$119 valid Friday 1/28/12 - Wednesday 2/4/12 - this rate good through Monday, January 9, 2012

By using this group code, each attendee over 21 years of age will receive a free play voucher of \$10; also \$20 off any \$100 (or higher) spa treatment. The nearest airport is Palm Springs (PSP) and is approximately 20 minutes away from the casino. However, it does NOT service Southwest. The nearest Southwest hub is Ontario (ONT) which is about an hour and a half drive.

7:30 PM, 7:45 PM, 8:00 PM

Why Not? Dinner with Strangers

So many interesting folks, so little time. Why not be adventurous and share a meal & cool conversation? Enjoy the company of attendees, speakers and exhibitors. Sign up by noon each day for Tuesday and Wednesday dinners.

Wednesday, February 1

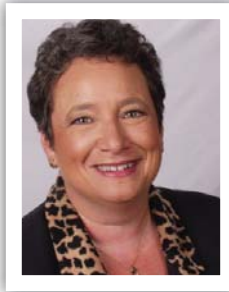
7:30 AM — 8:30 AM

Breakfast & Exhibitor Displays

8:30 AM — 9:30 AM

You CAN Drive Revenue & Deliver Recognition at the Same Time with the Right VIP Events!

Are your promotions and events for high-end players becoming stale? Is your CFO questioning your return on investment? Do you wonder if you can take care of your best players and still make money? If you answered yes to any (or all) of these questions, this panel will spark your creativity and get you on a more profitable track with your VIP events. Listen to these marketing, player development, and database pros as they share their success stories and give you some effective ideas to take home.



Moderator: Toby O'Brien, VP of Marketing and Client Services, Raving Consulting Company; Panelists: Deana Scott, Corporate Director of Marketing and Communications, CEDCO/The Mill Casino Hotel & RV Park; Stephen E. Ortiz, Director of Marketing, Prairie Band Casino & Resort; Shannon Redmond, Director of Marketing, Cypress Bayou Casino and Shorty's

9:30 AM — 9:45 AM

Networking Break, Exhibitor Displays



9:45 AM — 10:45 AM

Doctor Eliot's Cures For All That Ails Ya!

Getting the straight, unadulterated truth about the math in casino marketing

Your general manager wants to drive more players through the door and encourages free play; your CFO knows that there is a cost to this that is not being factored in. As the marketing director, how aggressive should you be, or should you be offering free play at all? Are your offers to your table game players strong enough, or are they heading down the street? Are you over-valuing their table game play and sacrificing profit because your "rating system" is based on outdated variables? When you make marketing decisions based on customer lifetime worth – do you factor in the cost of acquisition, reinvestment, and the risk of defection by high worth players?

Don't you wish someone would put it all down in black and white? Well folks, the doctor is in the house. Eliot Jacobson, Ph.D. is entertaining, approachable and the best math resource in the gaming industry for casino marketers. He'll be covering the very current issues that casino marketers face, and sending attendees home with some "black and white" solutions.

Presenter: Dr. Eliot Jacobson, Ph.D., Owner, Jacobson Gaming, Raving Project Partner

10:45 AM — 11:00 AM

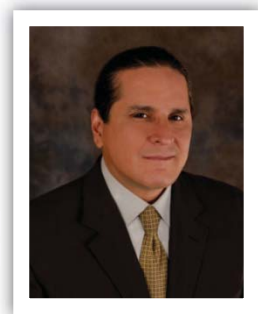
Networking Break, Exhibitor Displays

11:00 AM — Noon

Special Keynote: Victor Rocha Unplugged

There are some people who just rock your world. Victor is one of those folks that does it for Raving. Through his website, Pechanga.net, he has undoubtedly made history and given the tribal community one of its first powerful information forums. And you think Raving is candid? Victor is one of the most passionate men we know when it comes to life, his family, his tribe, and his universal Indian family, and he won't pull punches when it comes to getting his point across. He has no hesitation calling a spade for a spade – but will also be the first one to laugh at himself while he's hammering out a point.

Join us when Raving's very own Phil Donahue, Dennis Conrad, the master of asking the questions we all wish we would have thought of or were honest enough to ask, as he sits down with Victor for the hottest and most interactive "fireside" chat in which you've ever participated.





Noon — 2:00 PM

Awards Luncheon: The Barona/VCAT Award for Excellence In Indian Gaming Marketing

Join attendees and sponsors in honoring one very deserving Native American casino with the prestigious Barona/VCAT Award for Excellence In Indian Gaming Marketing. Established in 2007 by Raving Consulting Company, the award is named for Barona Resort and Casino, the Barona Band of Mission Indians and its consulting partner, VCAT, for their industry-leading and inspiring casino marketing efforts.

The award is presented by Raving and is given to one North American Indian casino annually, according to the following criteria: Superior marketing efforts leading to superior financial performance, in measurable terms; marketing excellence around the casino's key constituencies of customers, employees and communities; and effective integration of marketing with operations. Don't miss this luncheon honoring one Indian casino's marketing success, which inspires and points the way for all of us in Indian Gaming.

2:00 PM — 2:30 PM

Networking Break, Exhibitor Displays

2:30 PM — 3:30 PM

Workshop Session Three (see workshops on page 6)

3:30 PM — 4:00 PM

Special Networking Break – Exhibitor Prize Giveaways and Passport Winner Drawing

4:00 PM — 5:00 PM

How to Deal with 'You Tightened the Machines!' and Other Accusations and Nasty Situations, From the Very Guests You Try To Serve in Your Indian Gaming Operation

From truly upset customers who we have somehow let down, to people who just come in ready for a fight night after night, our employees have to deal with all sorts of players, from the nice, to the not so nice, to the downright mean and nasty. In this session, you will learn the guiding principles of how to think about dealing with conflict and recovery, and take home a handy formula, an effective tool you can teach your employees to use when handling conflict and upset people in stressful situations.

Presenter: Steve Browne, President, Raving Service

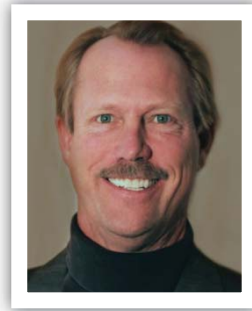
5:30 PM, 5:45 PM, 6:00 PM

Why Not? Dinner with Strangers

7:30 PM — 9:30 PM

Raving Insider Party – The Lounge

Raving's Insider parties are notorious for their networking opportunities. Here's one of the best chances you'll get to make some new friends, create memories and build some powerful and beneficial new relationships among your peers. Make sure to sign up if you will be attending. Cocktails begin at 7:30 PM. You'll want to be there no later than 8 PM for a very special activity. This is cocktails only, so make sure you eat before you arrive.



ENTRIES NOW BEING TAKEN FOR THE BARONA/VCAT AWARD FOR EXCELLENCE IN INDIAN GAMING MARKETING

Have you submitted your entry for the Barona/VCAT Award for Excellence In Indian Gaming Marketing? Make sure to get in your essay by December 5, 2011. For more information and submission details, please visit www.ravingconsulting.com/indian-gaming, call 775-329-7864 or email Christine Faria at chris@ravingconsulting.com

SMALL GROUP WORKSHOPS

Choose three workshops and mark them on the registration page. The workshops at Raving's Indian Gaming National Marketing Conference have been a signature part of the event since its inception. They are designed as "roll up your sleeves," "bring your issues to the table," working sessions, where workshop leaders do not "speak," but rather facilitate discussions, and hopefully solutions, in the main marketing areas that Indian gaming executives confront every day.

❑ **WORKSHOP 1:** **When the Math Lands On the Indian Gaming Marketer's Doorstep**

Workshop Leader: *Dr. Eliot Jacobson, Ph.D., Owner, Jacobson Gaming, Raving Project Partner*

You all know the situations. The Table Games Director wants to do a special Father's Day promotion to drive blackjack business (and have blackjacks on that day pay 2 to 1). The Slot Director wants to do a 10x points promotion on Tuesdays (because she believes the tribal casino up the road is having great success with their 8x points promotion on Mondays). And the Bingo Manager wants to give away \$10,000 in a special free bingo promotion (because "it will drive business on the slots between sessions"). Each of these real life situations that land on the tribal casino Marketing Director's plate, has a hugely important mathematics component. And in this workshop, you will take real life casino marketing situations like these, and learn how to uncover the math component in each case study, so that it will drive value and casino marketing success, rather than bite you in the butt.



❑ **WORKSHOP 2:** **Rediscovering Your Property Amenities – How to Fill Your Tier Rewards Menu with Sustainable Benefits**

Workshop Leaders: *Nicole Barker, Raving Project Partner and Toby O'Brien, VP of Marketing and Client Services, Raving Consulting Company*

There are two classic problems with tier rewards. In most cases, casinos lump amenities under tier rewards that create a sense of unsustainable entitlement, instead of gracious recognition of sustained loyalty. The second problem is one of confidence in what you have to offer: "We're just a small casino. We don't have a spa. We don't have the



kind of amenities to compete with the casino down the street." Hogwash. During this workshop, we will rediscover amenities that your players will appreciate. It's not about another round of golf. It's about tantalizing your guest with benefits that have a high perceived value and low actual cost. You will walk away with a better list of what you can deliver to your players. Though we can't promise to align your chakras, we can align your reinvestment across all your marketing vehicles with a list of amenities that are well distributed across all your marketing vehicles.

❑ **WORKSHOP 3:** **The Future of Marketing is Interactive**

Workshop Leader: *Chad Germann, Principal, Red Circle Agency, Raving Advertising Project Partner*

The world's eyeballs are tuning into the small screens; is your messaging there? The old methods are fading. Television (still a good reach tool, but it's weakened by too many channels), newspaper (dying industry with a dying audience), radio (have you heard of the iPod?) – these media grow weaker and weaker each day. The Internet and social media and mobile apps grow stronger each day. Where should a casino put its messaging? Our audience is older, right? Old people still read newspapers and watch the local evening news, right? That's true, but even Grandma has a smartphone now. Grandma is on Facebook talking with her grandkids. Your casino needs to be here, too. But it's all so new. And there are so many options. What should a casino do first? Where should we spend our budget dollars first? What second? This workshop will teach you how to build a comprehensive casino interactive marketing plan for the 21st century. How to build the tools so they work, how to measure them for effectiveness, and how to make sure they're matching up with a smart brand personality. We'll cover website, social media, mobile apps, email/SMS, YouTube.



❑ **WORKSHOP 4:**
Building a Successful Conflict Resolution and Management Plan at Your Tribal Casino

Workshop Leader: *Steve Browne, President, Raving Service*

You've got guests complaining about tighter machines, poor service in the restaurant, lost keys in valet, a poorly orchestrated promotion, too much smoke on the casino floor, not enough games in the smoking session, hell, they can't even find a manager to complain to! How do you recover this guest? Do you have a plan in place other than to refer the person to the M.O.D. who has taken one class on conflict resolution? Or is the policy to pass it through to the department manager – after all, it was *their* employee that pissed off the guest. In this lively workshop, Steve Browne will help you build a custom plan that can be turned to again and again that takes out the fear, the guesswork, or the aversion tactics that almost always end with losing a customer.



❑ **WORKSHOP 5:**
"Psst! Hey, There! Yeah, I'm 'Talkin' To' You!" How To Make Your Direct Mail Say To Your Guest, "It's All About You."

Workshop Leader: *Michael Hemphill, President/CEO, CSG Direct Mail, Raving Direct Mail Project Partner*

In this hands-on workshop, variable print pros will take you through the steps of personalizing your direct mail promotional offers. Participants will brainstorm creative opportunities for personalizing their direct mail, email and text messaging communications driven by data available to them through their player tracking systems. By the end of this one-hour session, attendees will have built a template of easy, medium and difficult variables that when personalized can increase direct mail responses to their current campaigns and drive more bang for their marketing buck.



❑ **WORKSHOP 6:**
You've Got A Great Tracking System ... Do You Know What's in There?

Workshop Leader: *Chris Archunde, Raving Marketing and Technology Project Partner*

This workshop will draw a simple dotted line from turning on these systems to harvesting information at warp speed. Chris will help participants identify who should be taking on new player tracking roles, and the important information they can get from their systems that they may be missing or do not even know they have access to. Participants will come away with simple information glossaries and request formats to lead them on their "quest for player info."



WHAT'S INCLUDED IN YOUR CONFERENCE REGISTRATION:

Your conference fees include two and a half days of learning, plus two breakfasts, two lunches, and cocktails and appetizers on Monday evening. Dinner and lodging is not included. Questions? Please call Christine Faria at Raving at 775-329-7864, or email chris@ravingconsulting.com.

REGISTRATION

JANUARY 30 - FEBRUARY 1, 2012
Agua Caliente Casino Resort Spa, Rancho Mirage, CA



To qualify for Group or Corporate rates, all registrations must arrive together. If you need to register more than one attendee, please photocopy this form and submit as a group.

Register online at www.ravingconsulting.com/indian-gaming | Register by fax: 775-329-4947 | Call in your registration: 775-329-7864
Register by mail: Raving Consulting Company, 475 Hill Street, Suite G, Reno, NV 89501

Attendee Name: _____
Title: _____
Email: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Extension: _____ Fax: _____

SEND CONFIRMATION TO (IF DIFFERENT THAN ABOVE)

Name: _____
Title: _____
Email: _____
Phone: _____

How did you hear about this conference: Email Mailing Other _____

REGISTRATION FEES PER PERSON

	ON OR BEFORE JAN 10	AFTER JAN 10	QUANTITY	TOTAL
Single Conference Registration Rate	\$1099	\$1199		
Group Rate (Four or more from same company)	\$899	\$999		
Promotion or Special Discount Code _____				
				GRAND TOTAL

If registering more than one person, photocopy this form and use multiple sheets.

SELECT THREE OF OUR WORKSHOPS

- 1. When the Math Lands On the Indian Gaming Marketer's Doorstep
- 2. Rediscovering Your Property Amenities – How to Fill Your Tier Rewards Menu with Sustainable Benefits
- 3. The Future of Marketing is Interactive
- 4. Building a Successful Conflict Resolution and Management Plan at Your Tribal Casino

- 5. "Psst! Hey, There! Yeah, I'm "Talkin' To" You!" How To Make Your Direct Mail Say To Your Guest, "It's All About You."
- 6. You've Got A Great Tracking System ... Do You Know What's in There?

SPECIAL EVENTS

- Please sign me up for Back Of The House Tour Agua Caliente Casino Resort Spa & Cocktail Party sponsored by Imagine This (optional)
- Yes, I'll be staying for the Insider Party on Wednesday evening.

PAYMENT

Bill Me – PO # _____ Check # _____ Credit Card – VISA / MC

Card Number _____
EXP _____ 3 digit security code _____
Name on Card _____ Zip Code _____
Mailing Address (if different than above) _____

PLEASE SUBMIT PAYMENT INFORMATION TO:

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(775) 329-7864 Fax: (775) 329-4947

Need more information? Contact us at conferences@ravingconsulting.com, 775-329-7864, or fax us at 775-329-4947. As soon as we receive your registration form, you will receive a confirmation via email and US post. Cancellations must be received in writing no later than 14 days in advance of the event and are subject to a \$100 processing fee. Less than 14 days – registration fees are nonrefundable, but may be transferred to another individual in the same company.