

Understanding Player Reinvestment from Both Sides, Player Development and Loyalty Clubs

Moderator: Deana Scott, Raving CEO

Panelists: Lynette O'Connell, Raving VP Operations
Mark Juliano, Vice President, Casino Marketing, Las Vegas Sands Corp.
Michael Minniear, Raving Partner, Data Analytics

Monday, July 22, 2019
4:00 pm – 4:45 pm

Ways we are rewarding our players

- Direct Mail
- Kiosks
- Discretionary Comps
- Events
- Promotions
- Free Play
- Self Comps
- Points



4 DISCOUNT VOUCHERS INSIDE

2 x Grilled Chicken Wings, Fries, Fruit Drink & FREE Toy

ALL PEPE'S KIDS MEALS only £3.99

WHEN YOU WANT THE BEST

BEST AVAILABILITY / BEST SERVICE
BEST PRICE

FREE

start with the Biggest & the Best!
1 of April get your bingo...



BJs BINGO

@BjsReading

BingoReading

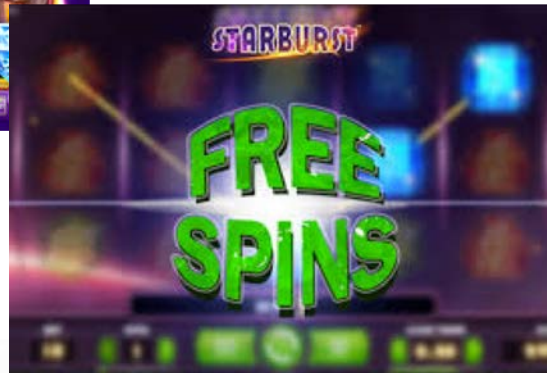
ONE PIZZA FOR TODAY

FRESH YOU!

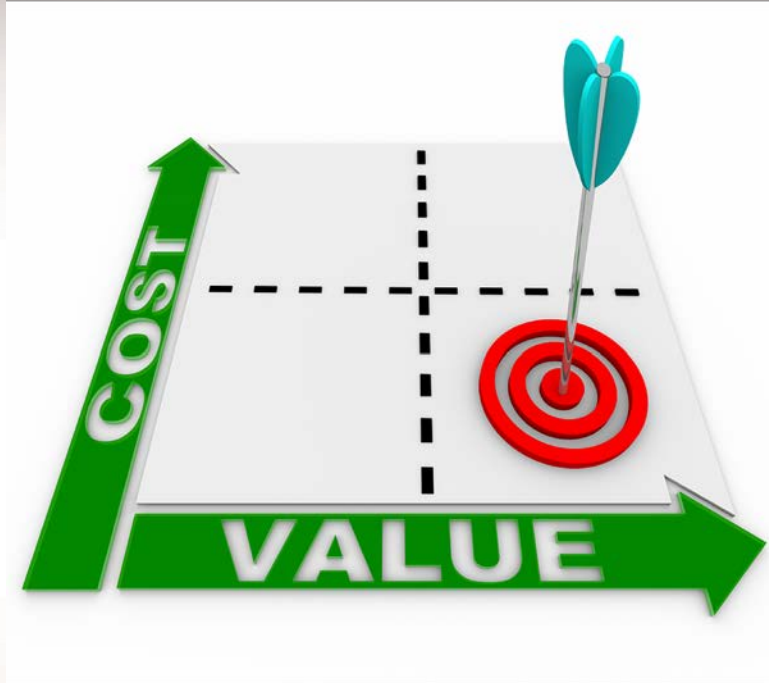
Deal

WHICH SIDES WILL YOU HAVE WITH YOUR MEAL DEAL?

OFF food bill April 2017









Q & A

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Questions? Contact Amy Hergenrother
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