

Current Challenges and Solutions for PD and Loyalty Clubs

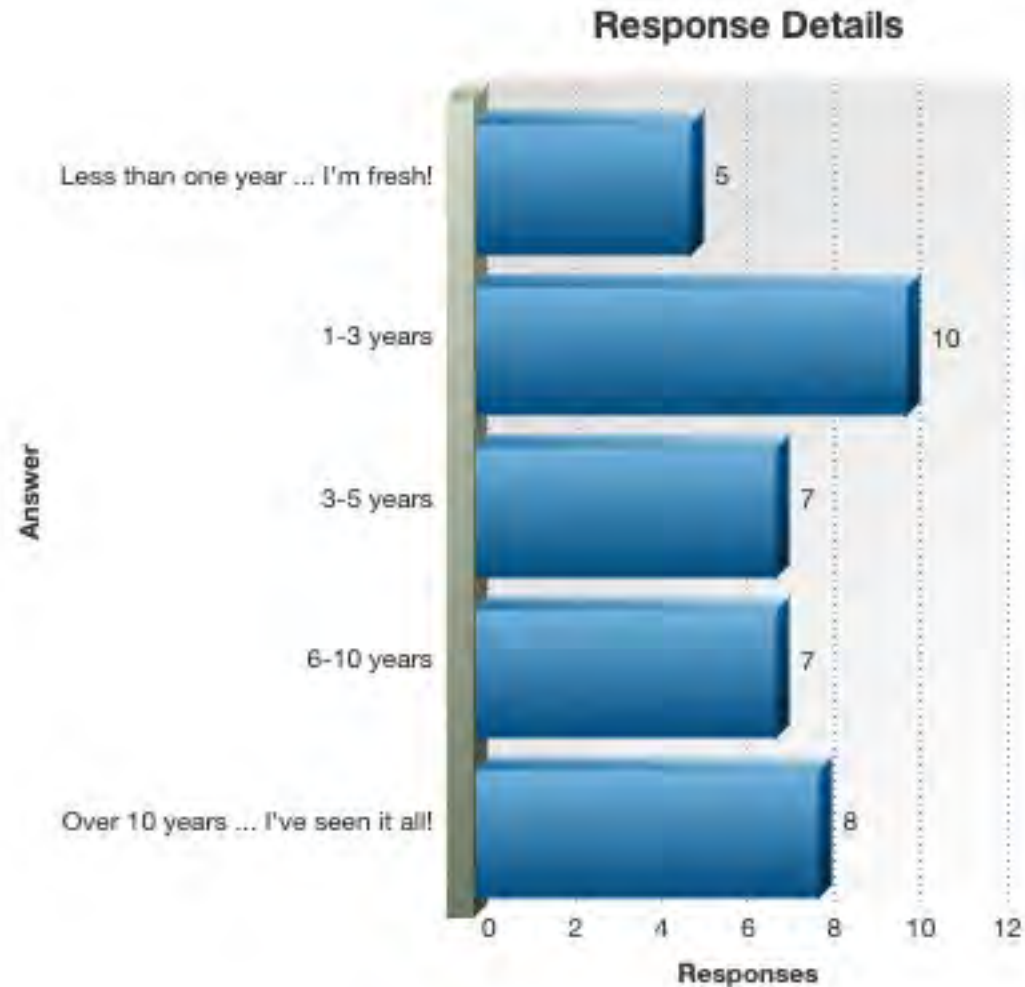
Monday, November 9, 2020

11:00 AM – 12:00 PM EDT | 8:00 AM – 9:00 AM PDT



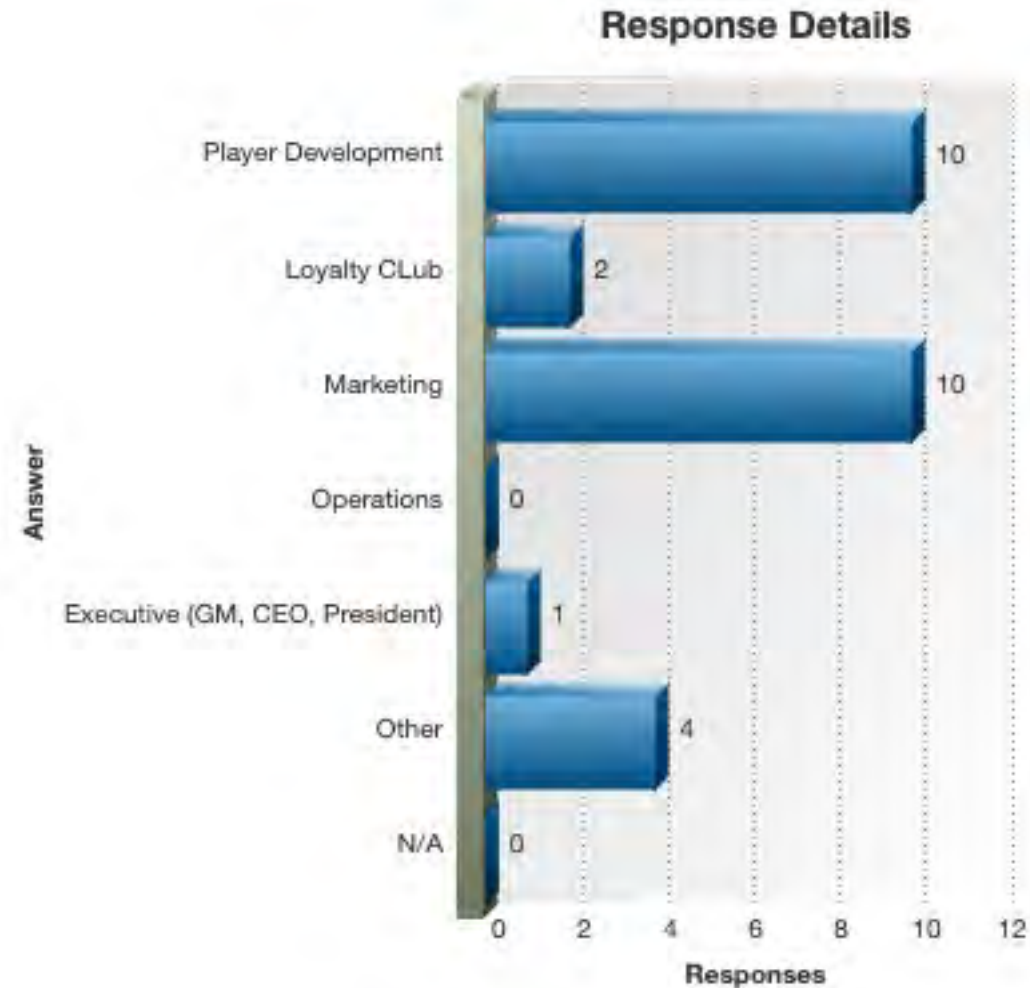
POLL QUESTION:

**How many years
have you been in
your current
position?**



POLL QUESTION:

What is your position?



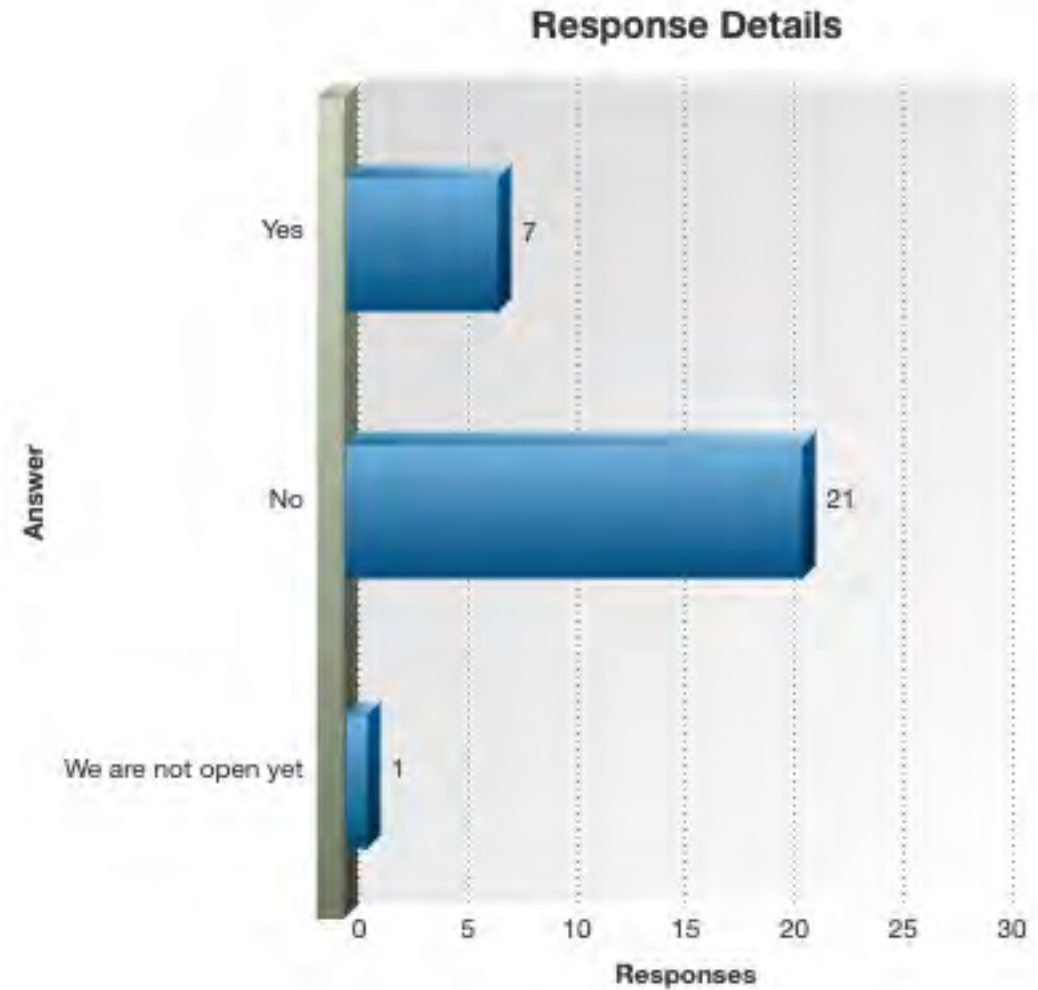
POLL QUESTION:

What are your top two struggles as a host?



POLL QUESTION:

**Are you offering
entertainment or
hosted events since
COVID?**



AGENDA

Don't Miss Our PD & Loyalty Club Boot Camps!

After you watch take a short quiz to test your retention and skills!

Player Development Boot Camp

Steve Browne
Senior Raving Partner, Player Development and Guest Service



BetRavingKnows.com Raving

Loyalty Club Boot Camp

Deana Scott
CEO, Raving



BetRavingKnows.com Raving

Boot camps available on-demand until December 4!

12:30 pm – 1:30 pm ET | 9:30 am – 10:30 am PT

You Want What? Practical Reinvestment and Comp Strategies for Hosts

2:00 pm – 3:00 pm ET | 11:00 am – 12:00 pm PT

Why Setting Point Values and Understanding the Math Will Determine if Your Players Find Value in Their Rewards

3:30 pm – 4:30 pm ET | 12:30 pm – 1:30 pm PT

The Top Five Tips for New Player Acquisition

5:00 pm – 6:00 pm ET | 2:00 pm – 3:00 pm PT

What's Working Right Now: How To Better Serve Our Guests With Less Touchpoints

Q & A

Stay connected with Raving!

Add any last questions to the Q&A chat box and we will get back to you via email ... *promise!*

Want more? Check out our related links under the handouts tab.

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***How are we doing? Take a brief survey on this session.
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You Want What? Practical Reinvestment and Comp Strategies for Hosts

**Presenters: Steve Browne, Senior Raving Partner,
Player Development and Guest Service
Janet Hawk, Raving Partner, Player
Development and Marketing**

Monday, November 9, 2020

12:30 PM – 1:30 PM EDT | 9:30 AM – 10:30 AM PDT

Practical Reinvestment and Comp Strategies for Hosts

Dealing With The Pandemic: Significant Issues

- **Reduction in host reinvestment tools (lack of amenities, events, shows, promotions, etc.)**
- **Social distancing and occupancy limitations**
- **Player fears and health concerns**
- **Financial constraints**
- **Others?**

Practical Reinvestment and Comp Strategies for Hosts

Typical Response to Issues

- **Heavy reliance on non-social rewards (free play, match play, kiosk promotions)**
- **Reduced sales effort (nobody wants to come so why bother)**
- **Overreliance on rewards to replace recognition (loss of social connection)**

Addressing the Issues: Getting Back to Basics

Back To Basics: Our Sales MANTRA

The More Touches You Make ...

... The More Theo You Generate

Practical Reinvestment and Comp Strategies for Hosts

Touch Types

- **Retention Touch**
- **Growth (Sales) Touch**

Touch Categories

- **Reward Touch**
- **Recognition Touch**

Practical Reinvestment and Comp Strategies for Hosts

Two Types of Incremental Income

- Trip – Increase trips to property
- Theo – Increase spend while on property

Touches and Theo – The Connection

- Growth (sales) touches drive trip (primarily reward touches)
- Retention touches drive theo (primarily recognition touches)

Practical Reinvestment and Comp Strategies for Hosts

Reinvestment and Comp Guidelines:

- 1. Recognition trumps reward: always has, always will.**
- 2. Sales campaigns are not for politicians (plan the work, work the plan).**
- 3. Include a mix of retention and growth touches in your plan.**
- 4. Focus on recognition as the dominant touch.**
- 5. Whenever possible, use free play to extend play time while on property as opposed to driving a trip upfront.**
- 6. Offer social connection via amenities to drive trips (lunch, dinner, coffee, gift giving, etc.).**

Practical Reinvestment and Comp Strategies for Hosts

Significant Steps and Strategies

1. **Take an inventory: WHAT ARE ALL the tools, offers, etc. at your disposal?**
2. **Fill the Holes: Create new offers, amenities, recognition tactics to fill in the holes.**
3. **Refocus on filling in player profiles: What don't you know about your players that you were too busy to learn before the crisis?**

Practical Reinvestment and Comp Strategies for Hosts

Significant Steps and Strategies

- 4. Old school techniques: not all touches are phone or text free play offers (the handwritten note, the personal gift, the flowers in the mail, etc.).**
- 5. Be creative ... I just happened to be in the neighborhood ... no reason ... just because you're you, ahhhhh!**
- 6. Stay on point (it's not about you or what you can offer, it's about the player, and what they care about).**

Q & A

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Why Setting Point Values and Understanding the Math Will Determine if Your Players Find Value in Their Rewards

Moderator: Lynette O'Connell, VP Data Science and Operations, Raving

Presenters: Jenny Brinkman, Senior Director CX-Services, Aristocrat Technologies, Inc
Mark Schrecengost, Executive Director of Casino Operations and Marketing,
Harrington Raceway and Casino

Monday, November 9, 2020

2:00 PM – 3:00 PM EDT | 11:00 AM – 12:00 PM PDT

Session Description with Objectives

- How players earn a point is the financial foundation of any loyalty program and will determine if your players find value in the rewards they earn.
- Attendees will learn the math behind setting a point structure and the pitfalls to avoid, including over-investment in loyalty club tiers. In light of COVID, it is critical that rewards and offers are based on a solid, core math base.

What's the Right Point Reinvestment?

- Competition
- Other Marketing
 - Direct Mail, Promotions, Point Multipliers



Customer Perception – Value of a Point

More to Earn

- \$1 coin in = 1 point
- 1000 points = \$1 redemption

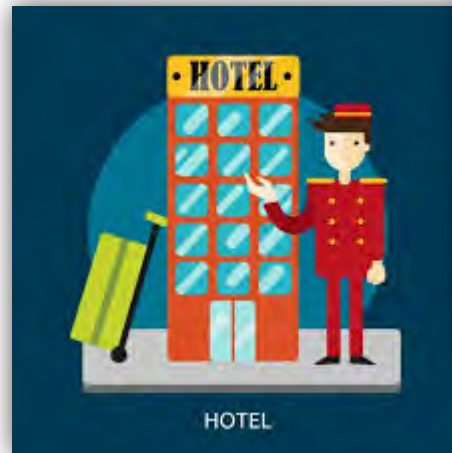
Less to Redeem

- \$10 coin in = 1 point
- 100 points = \$1 redemption

Math is the same

Move Cautiously – Analyze Wisely

- Points Earned on Freeplay
- Video Poker
- Electronic Table Games (ETG)
- Table Games
- Poker
- Retail / Non-Gaming



Customer Availability to Use Earned Points

- Redemption Opportunities



- Expiration

- X days since last activity
- Use it or lose it regardless of activity
- Never expire

Points for Tiering Structure

- Points v. Theo
- How many card levels
- Breakpoint for each level
 - Attainable vs. aspiration



Move Cautiously – Analyze Wisely

- Overinvestment
- High frequency, low theo regulars
- High outstanding liability
- Top tier levels are saturated
- Department comping policies
- Direct mail offerings



Changes in Programming with COVID



- Extended (current) tier status
- Modified qualification requirements (reduce tier points required)
- Changed expiration of point redemption



Q & A

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The Top Five Tips for New Player Acquisition

**Presenters: Steve Browne, Senior Raving Partner,
Player Development and Guest Service
Janet Hawk, Raving Partner, Player
Development and Marketing**

Monday, November 9, 2020

3:30 PM – 4:30 PM EDT | 12:30 AM – 1:30 AM PDT

The Top Five Tips for New Player Acquisition

Acquisition Channels

1. Player Referrals
2. Floor Prospecting
3. Prior Period Hot Action Reports
4. Marketing Trips
5. Inside Events
6. Outside Events
7. Fishing in the “Meaty Middle”
8. Inactive Lists
9. New Member Sign-ups
10. Other Casinos
11. Other Hosts
12. Social Media
13. Mailing Lists
14. Associate Referrals
15. Outside Prospecting

The Top Five Tips for New Player Acquisition

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Usual Suspects

1. Player Referrals
2. Floor Prospecting
3. Prior Period Hot Action Reports
4. New Member Sign-ups
5. Inactive Lists

Our Top Five New Tips

1. Marketing Trips
2. Fishing in the “Meaty Middle”
3. Associate Referrals
4. Other Hosts
5. Outside Prospecting

The Top Five Tips for New Player Acquisition

Marketing Trips

- **Take it to the player**
- **In highly local markets, focus on competitor areas**
- **Pre-qualify: player to player incentives**
- **Have offers ready to go**
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Fishing in the “Meaty Middle”

- **Values are your pal, but trends are your friends**
- **The more touches you make**

- **It's all about the **LIFT****
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Associate Referrals

- **It's all about the love, you scratch my back ...**
- **Build an ironclad cage for new players**
- **Other significant benefits**
- **Grease the channel (what's in it for me)**
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Other Hosts

- **Target the market**
- **Networking never ends**
- **Social media is your neighborhood Mr. Rogers**
- **Clear and concise on benefit levels and offers**
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Outside prospecting

- **ABS (always be sellin')**
- **Boy scouts are always prepared**
- **Get past the first impressions**
- **Don't forget the "connector" connection**
- **Measure, measure, measure**

Q & A

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What's Working Right Now: How to Better Serve Our Guests with Less Touchpoints

Moderator: Deana Scott, Raving CEO

Presenters: Steve Neely, General Manager, Rolling Hills Casino and Resort
Richard Rader, Chief Technology Officer at Umpqua Indian Development Corporation and Seven Feathers Casino and Resort

Monday, November 9, 2020

5:00 PM – 6:00 PM EDT | 2:00 PM – 3:00 PM PDT

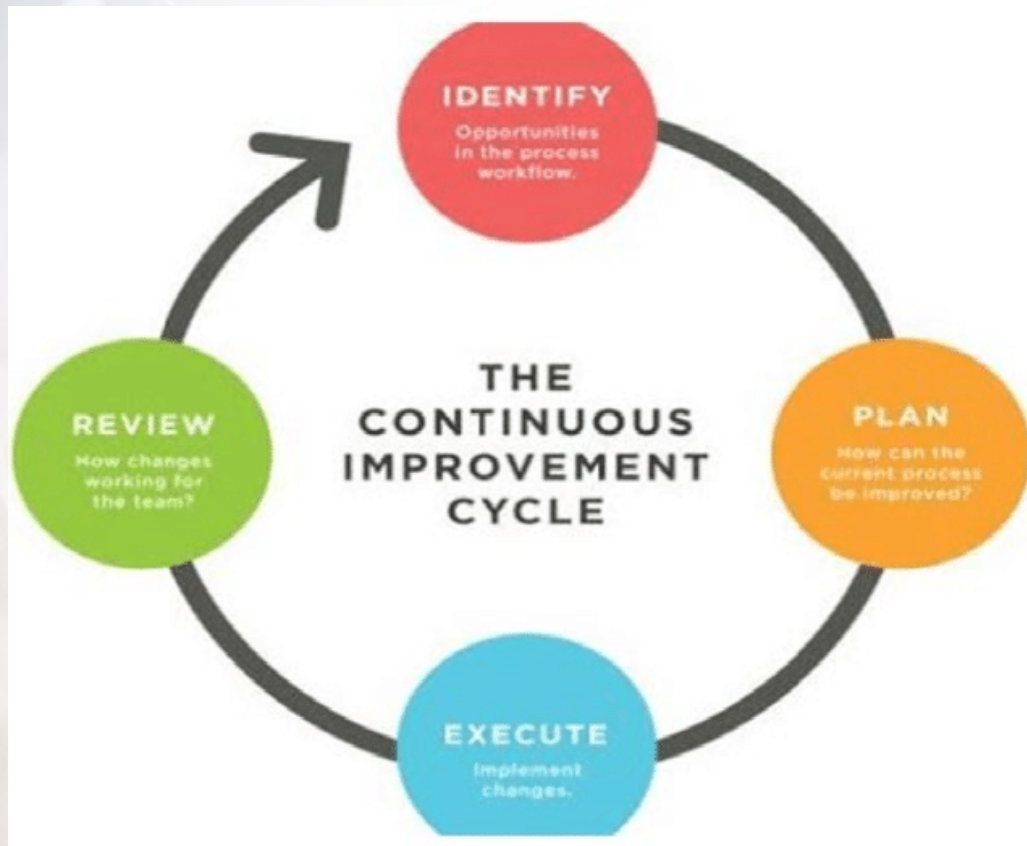
What's Working Right Now: How to Better Serve Our Guests with Less Touchpoints

Why? There was a reaction to an unprecedented situation which required us to create safe spaces for stakeholders. This situation also required communication to key stakeholders and our community that safety is a priority.

What was the situation? To rethink how people interact on our properties. Learn quickly about the disease and be ready to act with the evolving situation.

How did it work? Multiple procedures were implemented to solve each specific problem.

What's Working Right Now: How to Better Serve Our Guests with Less Touchpoints



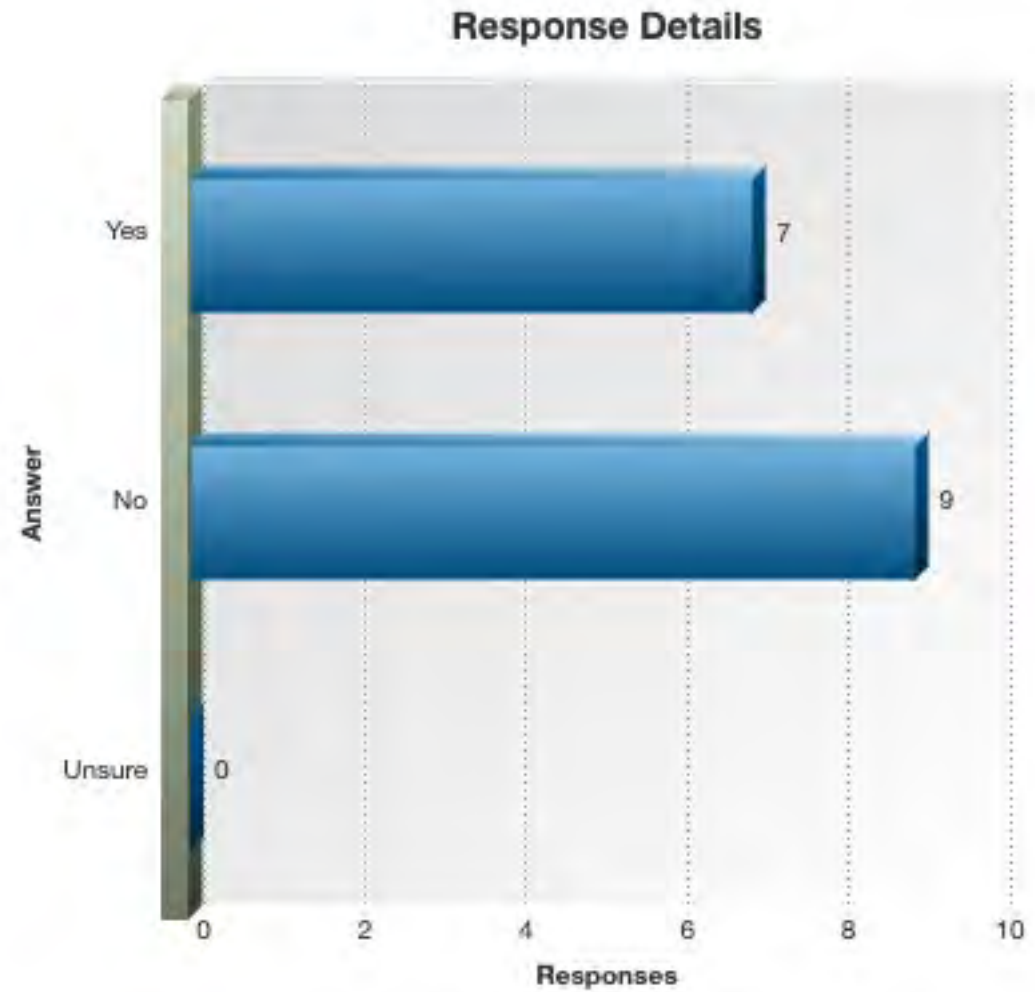
What did you do?

How did it work?

What will remain long-term?

Polling Question:

Have you added new technology over the past six months to address the pandemic?



Q & A

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How Your Guest Service Can Meet the Moment

Tuesday, November 10th 12:30 pm – 1:30 pm EDT

Moderator:

Deana Scott, Raving CEO

Presenters:

Steve Browne, Senior Raving Partner, Player Development and Guest Service

Paula Allen, Enrolled Tribal Citizen of Jamestown S'Klallam Tribe, Raving Partner – Leadership and Tribal Member Development and Learning Point Group Partner, and Director of Leadership Development and Guest Services, 7 Cedars

How Your Guest Service Can Meet the Moment

Guest Service in the Time of Covid: Significant Touchpoints

- **Team Member Training – Now more than ever!**
- **Basic Service Standards – Still the foundation for a solid structure.**
- **High Touch Leadership – Getting back to the trenches with the troops.**
- **Reward & Recognition – Focus on the recognition. (“Thank you for your service.”)**
- **Conflict Management – “Passing it on” protocols and the (wo)men in blue!**
- **It’s All About the Team – Get your locker-room buzz on and “Win One for the Gipper!”**

How Your Guest Service Can Meet the Moment

Case Study: 7 Cedars, Sequim, Washington

- Requires execution of consistent “measurable” standards
- Requires a solid leadership training foundation

Strategic Roadmap

Learning & Leading Together



Stay connected with Raving!

To get a copy of the **coaching interaction worksheet** mentioned in this session, email amy@betravingknows.com.

Add any last questions to the Q&A chat box and we will get back to you via email ... *promise!* Want more? Check out our related links under the handouts tab.

You can schedule a time to talk to Paula or Steve by emailing amy@betravingknows.com.

Promotions In The New Normal

Wednesday, November 11th 11:00 am – 12:00 pm EDT

Moderator:

Deana Scott, Raving CEO

Presenters:

Mark Astone, CEO, Catalyst Marketing Company

Tom Osiecki, Raving Partner Advanced Operations and Marketing

Steve Dahle, VP Data Analytics, Mille Lacs Corporate Ventures

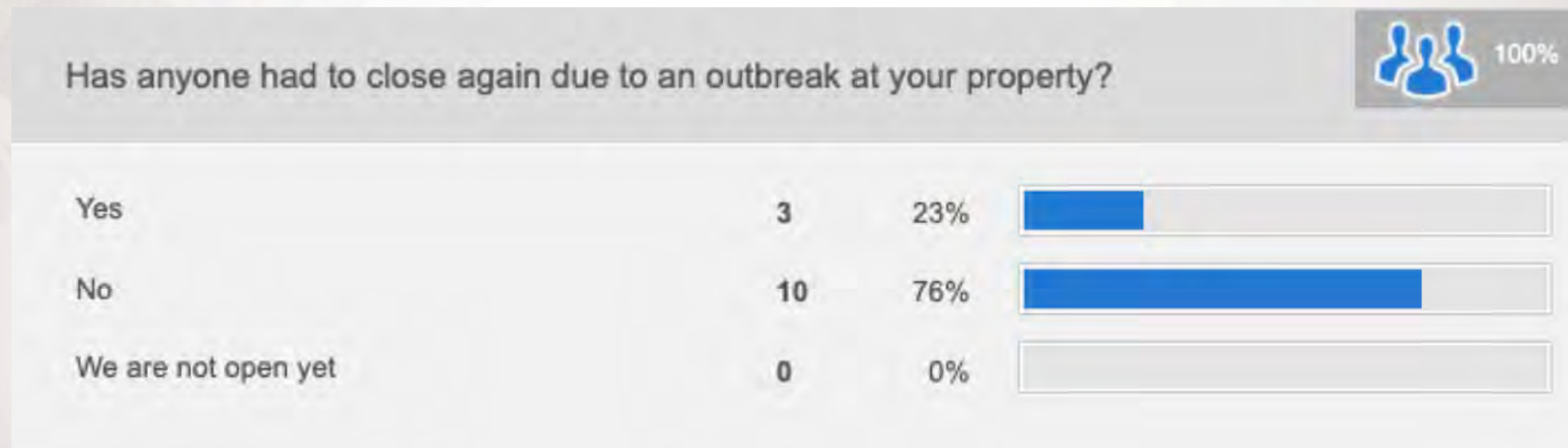
Promotions In The New Normal

“Nobody wants to be the person who creates a super spreader event.”

*– Tom Osiecki, Raving Partner
Advanced Operations & Marketing*



POLLING QUESTIONS



POLLING QUESTIONS



Promotions In The New Normal



**\$5,000
GOLD TIER
SLOT TOURNAMENT**

When: October 31st
Time: Between 11am-5pm
*Session time will be scheduled upon RSVP
Where: Little Creek Casino Resort
RSVP by: October 25th
*RSVP is required

**Contact Heather or Leeta
at 360.462.4946
playersclubhosts@littlecreek.com**

**Social distancing
and safety protocols
will be strongly
enforced!**

LITTLE CREEK
CASINO • RESORT

Promotions In The New Normal



**Keys to creating
a successful
New Year's Eve??**

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