

105-Minute Webinar

Find Out If Your Customers and Employees Are Scamming Your Marketing Department for Thousands Each Day

Presented by Raving Partner, Derk Boss CFE, CPP, CSP

Originally Presented October 19, 2016

BUY TODAY!

Security and Surveillance departments watch cash, chips, people and property closely. But money is probably leaking from your casino from a department that doesn't get much security or surveillance attention.

In this essential program you will learn about recent and costly scams that have pilfered points, conned cash-back, rigged promotions, and embezzled comps from one of the most unexpected places of all – your casino marketing department!

Our presenter, Derk Boss, has worked with many casinos that have been shocked to find out what is happening at their property and how much it's costing them.

This webinar will show you the ways that scammers are conning and cheating casinos and how you can stop them, saving your property thousands of dollars.

In this webinar you'll learn about the continuing trend of marketing program and promotion abuse and fraud. A little known fact in the gaming industry is how frequently such programs and promotions are attacked by unscrupulous employees and guests, as well as being targeted by advantage players.

Scammers' jobs are sometimes made easier by marketing programs and promotions that are poorly designed and so are more vulnerable to abuse.

There are signs and indicators that your audit and loss prevention teams can be looking for that, when detected and investigated, will stop any theft or fraud in its tracks.

Key Takeaways

- Building a protected marketing program and promotion.
- Following the money: auditing your program for theft, fraud, or employee/player abuse.
- Identifying new scams in slot advantage play.
- Assigning loss prevention responsibility.
- Recognizing current scams and frauds.

Who Should Participate

- Marketing
- Surveillance
- Accounting
- Auditors
- Regulators
- Players Club
- Security and Fraud Investigators

BUY TODAY!

Webinar Presenter: Derk Boss, CFE, CPP, CSP **Raving Partner, Security and Surveillance and** **Principal, DJ Boss Associates**

Derk Boss has served as a senior casino executive in surveillance, security, loss prevention and compliance for over thirty years with gaming companies, such as American Casino and Entertainment Properties, Grand Casinos, Bally's, Aztar, Del Webb, Tropicana Entertainment, and the Palms. The surveillance teams trained and led by Derk have a proven track record of continued success in the detection of cheating at gaming, advantage play, and internal and external theft and fraud.



He is also a respected author, trainer, and speaker, specializing in the fields of surveillance training and methodology, gaming protection, loss prevention, and the detection of internal and external theft and fraud. He co-authored "Casino Security and Gaming Surveillance" with Alan W. Zajic, CPP, CSP. Derk is an adjunct instructor for the University of Nevada, Las Vegas's International Gaming Institute, and conducts classroom and online training in security, surveillance, and loss prevention. Derk has been a Raving Partner since 2013 and helps Raving clients prepare surveillance teams to operate proactively to consistently detect illicit activity.

Raving Consulting

Raving is a full-service gaming resource and training organization specializing in player development, data analytics, guest service, strategic marketing, slots, tables, advertising, research, surveillance and fraud, online gaming, design & construct, management development, and host sales & skills training.

Since 1998 we've helped over 200 clients, large and small alike, with their operational and marketing needs. Our team of dedicated, experienced, best-of-breed consultants has worked in every gaming market imaginable. Small casinos, large casinos, tribal, non-tribal, bingo halls, racinos – you name it, we've been there.

We've seen loads of different situations, gaming environments, different kinds of customers, and regulatory structures. Raving clients will say that we also stand for nice people, smart people, gaming-savvy people working across the globe and not just coming in and telling you what you need to do with your casino operation. It means coming and listening to what you know you need to do and helping you get there.

Raving is proud to be an education leader in the industry, so take advantage and subscribe to our free newsletters, the best resource for gaming executives, by going to www.ravingconsulting.com.

Webinar Cost: \$179

Includes PowerPoint presentation and 90 days unlimited access to the recording.

BUY TODAY!

Questions

Dave Newton 702-255-9891

Dave.Newton@cdcgamingseminars.com