

New, Live 90-Minute Webinar

Host Compensation Strategies in a Sales-Focused Player Development Function

Presented by Steve Browne, President, Raving Service

Friday, May 19, 2017
1 p.m. Eastern (10 a.m. Pacific)

REGISTER TODAY!

Is your Player Development department boosting your bottom line?

There is a lot that goes into designing, implementing and operating an effective, sales-focused player development function in a modern casino organization.

One of the most critical components is your compensation program – **how you compensate AND reward your hosts for achieving results and driving revenue for your company.**

WHY? Because your **compensation and incentive programs will drive your host's behavior and productivity more than any thing else you do.** More than your segmentation strategies, sales tactics, VIP event programs, yes, even more than your direct supervision of them. As a matter of fact, your compensation program will help to define every one of these other critical areas of player development function.

Not happy with your current system? This webinar, presented by Steve Browne, President of Raving Service, will help you **evaluate and fine-tune your current host compensation program.**

Don't offer an incentive program or even have a PD function? If you don't currently have one, it will help you **structure a new one or build a reward component to your PD design efforts.**

Happy with the system you have? Then this seminar will provide a comparative benchmark to your own, giving you insight into how others approach PD incentive programs and how they compare to yours. After all, your competition is using PD to try and steal your best customers.

Raving is the leader in developing and implementing customized, metric-based sales functions within the gaming arena. Raving has been working in this area and building sales programs, strategies, tactics and techniques for over 15 years.

Topics that will be covered in this webinar:

- **To Bonus or Not To Bonus, that is the question!**
- **When to Commission... and when NOT TO!**
- **10 Guiding Principles of Compensation Design**
- **Two ways to use the Sales Lead Integration Matrix as a key component of your reward program.**
- **Using PD Strategies (Growth, Retention) to drive your rewards system.**
- **Player Segmentation Strategies and Compensation**
- **The Keys to “Book of Business” Formation**
- **Setting Sales Goals and Targets**
- **Taking A Look: An Analysis of Two Real-Life Case Studies**

The webinar will include polls (so you can see what other casinos are doing for host compensation), and opportunities for Q&A with Steve.

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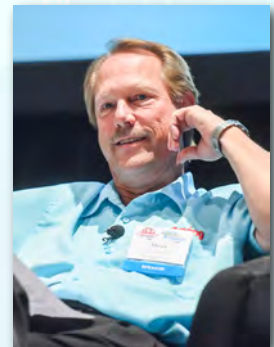
Steve Browne, President, Raving Service

From advanced host development sales skills training and building compensation programs for player development programs to designing full blown guest service programs, Steve has been a senior resource in Raving's Leadership and Player Development Teams since 1999.

His knowledge and enthusiasm come from nearly four decades in the gaming industry, starting as a craps dealing “lumpy” in Northern Nevada, a player-engaging pit boss, and a casino owner with an unheard-of formula of “customer worship,” and led to Steve's career as an international marketing consultant selling the notion of gaming as an “entertainment experience that enriches people's lives.”

Steve has worked with hundreds of Tribal casinos throughout the U.S. and Canada, as well as domestically and internationally with commercial casinos and racinos. He is credited, with the Raving team, of developing and implementing customized, metric-based sales functions within the gaming arena. His specialty is building player development sales programs and guest service programs for casino clients throughout the world.

Steve's training programs have evolved into a curriculum that works hand in hand with technology – measurement based on data and performance. With that said, Steve's approach to training cannot be replicated by software; nowhere will you find a trainer that has such passion and understanding for the gaming industry and its employees. His perspective comes from his appreciation of the honorable work that casino workers do and joining them in it, in their world and their unique language. Steve was awarded the Lifetime Achievement Award by Casino Journal, has published two books including, *Gambling & Service* and *How to Raise a Rocket Scientist For Fun and Profit*, and is a highly sought-after speaker.



Raving Consulting

Raving Consulting incorporated in 1998 and quickly established itself as the leader in straight-forward, results-driven strategic marketing and guest service training. Today the company is the most experienced full-service resource for the gaming and hospitality industry. The company partners with casinos and gaming companies worldwide to strategically improve overall operations and profitability. In addition to its consulting work, Raving produces numerous educational conferences such as the long-running Indian Gaming National Marketing Conference and generates several gaming publications, including Raving's Strategic Solutions Magazine.

Raving has worked at hundreds of commercial and tribal properties and racinos throughout the U.S., Canada and internationally. Having trained and coached thousands of casino employees from senior management to frontline staff, we believe in the importance of on-going education. From 360° property reviews, strategic planning and development to host & player development sales skills & training, and marketing reinvestment projects, Raving has partnered with gaming organizations of all sizes to assist them in reaching their goals. Raving has over 20 strategic partners giving our clients access to one of the most experienced and diverse groups in the industry. This expertise includes research, analytics and technology to create solutions that increase engagement, loyalty and ROI.

We understand, from years of work in casino operations, the challenges that gaming executives face. Our strength comes from the rich background and experience of our team who have chased lights, ran high-performing marketing departments, worked the stick and have held titles such as General Manager and Casino Owner. We bring the best of our experience and our knowledge to our clients with a true love and passion for the industry.

For the last two decades Raving has partnered with over 137 Tribal Nations and tribal enterprises and 65 Commercial properties along with First Nations throughout Canada. Our commitment to Indian Country creates the foundation of our Raving philosophy to enrich the lives of those we serve. We believe in the spirit of giving and the importance of creating a positive impact on future generations. Through our partnership with the Notah Begay III Foundation, we are committed to using our relationships in gaming to raise funds and awareness to reduce childhood obesity and type 2 diabetes.

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Webinar Cost: \$179 per computer that accesses the webinar

The seminar cost is based on the number of computers accessing the webinar, so you can set up a computer in a conference room and have multiple people participate in the webinar for one low price.

Registration and Payment Deadline: May 17, 2017

Cancellation fee: for cancellations before May 17, 2017 the registration fee will be refunded less a \$59 cancellation fee.

The webinar PowerPoint presentation will be sent to participants on May 17, 2017. There are no refunds once the presentation has been sent to participants.

Questions

Dave Newton 702-255-9891

Dave.Newton@cdcgamingseminars.com