

New, Live 90-Minute Webinar

**Solve Key Marketing Problems with  
Software You Already Own:  
Learn How to Calculate Overall Player Value,  
ROI on Promotions, and More!**

Presented by Az Husain, Raving Strategic Partner, CEO, Casino Science

**September 21, 2017 1 p.m. Eastern (10 a.m. Pacific)**

**REGISTER TODAY!**

**There's a huge amount of data available for marketers,  
but when you've got a marketing challenge how do you identify  
and pull together the data you need for that problem?**

**And then, how do you put the relevant data in a format that  
makes it easier to analyze and use to make the right decisions?**

Ultimately, many believe investing in a new tool or technology is the answer. And while this may be a reasonable solution in certain situations, most casinos already have what they need to analyze and solve their marketing problems successfully.

**In this webinar we'll show you how to use Microsoft software to solve common casino marketing problems like these:**

- **How do I get player data from our database and sort it in ways that make it easier to identify targets for promotions and special events?**
- **How do I plot our players on a geographic map so we can target our marketing efforts more effectively?**
- **How do I incorporate hotel and F&B revenue with gaming revenue to get a full picture of a player's value?**
- **How do I calculate the ROI on our promotion?**
- **How do I create a dashboard so reports don't have to be run over and over again and current data can be easily available to others in the organization?**

All of these problems can be solved using Microsoft software that you already own (or is free to add) and that's easy to learn and use.

Az Husain, CEO of Casino Science will take you step by step through each process with examples for each. Also Casino Science will provide a portal that webinar participants can access after the webinar to **get the files used in the presentation and detailed instructions on how to use them** so you can apply what you've learned to solving your casino's marketing problems.

## Presenter – Az Husain, CEO, Casino Science

Az is founder and CEO of Casino Science, an analytics software and consulting company. A self-confessed "data nerd," Az helps casino operators make sense out of the vast quantity of casino data.

Imagine losing your long-time data analyst and not having the people or the technical skills to build critical reports. Or imagine spending hundreds of thousands of dollars on a new business intelligence system and realizing your people still can't determine player worth.

Az helps Raving clients extract the right data from casino systems enabling marketing and player development teams to make data-driven decisions. He has over twenty years of experience in building database and analytics products and business intelligence solutions.

Az previously held roles at Microsoft in the SQL Server and Visual Studio product teams. He is also a passionate educator, teaching as Adjunct Faculty at the University of Washington Business School. Az earned his BA in economics from the University of Saskatchewan and his MBA from the University of Southern California. Az assists Raving clients with one-on-one training or team training.



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## 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](http://www.ravingconsulting.com).

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

**Registration and Payment Deadline: September 19, 2017**

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.

**Recording:** We sell webinar recordings for the same price as the live webinar. When you purchase a recording you get 90 days unlimited access to the recording, so you can use it for training sessions with managers who did not participate in the live webinar.

**If you attend the live webinar and also wish to purchase the recording, we discount the recording price by 25%.**

**Cancellation fee:** for cancellations before September 19, 2017 the registration fee will be refunded less a \$59 cancellation fee.

The webinar PowerPoint presentation will be sent to participants on September 19, 2017. There are no refunds once the presentation has been sent to participants.

## **Questions**

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