

# SCHEDULE AT A GLANCE

MONDAY, OCTOBER 8

|                     | GLOBAL GAMING WOMEN   | IAGA BEST PRACTICES INSTITUTE   | IGAMING CONGRESS   | TRIBAL GAMING   |
|---------------------|---|---|--|---|
|                     | VERONESE 2401   | VERONESE 2405   | VERONESE 2403  | TITIAN 2301   |
| 9:00 AM – 9:45 AM   | <b>KEYNOTE: GLOBAL GAMING WOMEN - TITIAN 2301</b>   |   |  |   |
| 10:00 AM – 11:00 AM | <b>The Power of Tech I: Suppliers' Perspectives in Leveraging Technology to Bring Added Value to Your Customers</b>                       | <b>Changing the Game: The Legal and Regulatory Impacts of a PASPA Repeal</b>        | <b>Sports Betting: A Way Forward in the U.S. and How iGaming Fits In?</b>  | <b>Tribal Leadership Roundtable: The Indian Gaming Regulatory Act in the 21st Century</b> |
| 11:15 AM – 12:00 PM | <b>Casino Finance: The Evolution of Casino Finance for the Modern Business World</b>  | <b>Cryptocurrency: Its Potential Gaming Benefits and Regulatory Challenges</b>      | <b>Six Proven Steps to Taking a Land-Based Gaming Operation Online</b>   | <b>Sports Betting: The Path Forward for Indian Country</b>                                |
| 12:00 PM – 1:30 PM  | <b>GLOBAL GAMING AWARDS LUNCHEON - BELLINI 2101</b>   |   |  |   |
| 1:30 PM – 2:15 PM   | <b>The Power of Tech II: Casino Operators' Perspectives on How to Capture, Maintain and Grow Revenue While Maintaining Data Integrity</b> | <b>Gaming Regulatory and Operator Issues in the Wake of #MeToo Revelations</b>      | <b>TITIAN 2303</b><br><b>Global iGaming Regulatory Update: Best Practices in iGaming Jurisdictions</b>             | <b>Indian Gaming in 2018: Legislative and Policy Issues in the U.S.</b>                   |
| 2:30 PM – 3:15 PM   | <b>How a Diverse Workforce Reinvigorates Your Team</b>  | <b>Esports and Its Growing Market for Millennials</b>                               | <b>TITIAN 2303</b><br><b>Players Panel: Let's Hear From Our Customers</b>  | <b>Integrating Emerging Gaming On Your Casino Floor</b>                                   |
| 3:30 PM – 4:15 PM   | <b>Leadership Traits of C-Suites Execs</b>  | <b>Emergency Management: Applying Best Practices When Preparing Readiness Plans</b> | <b>Affiliate Marketing Grows Up: Implications for the U.S. Regulated Online Gambling Market</b>                    | <b>Mobile Gaming: The Next Big Thing For Indian Country?</b>                              |
| 4:30 PM – 5:15 PM   | <b>Mentoring Matters: The Why, The How and The Affected</b>   | <b>Regional Roundup</b>   | <b>Gambling on the Blockchain: How will Blockchain Technology Impact the Different Sectors of Online Gambling?</b> | <b>Benefits of Busing: Safely Driving Profits to the Bottom Line</b>                      |
| 5:15 PM – 6:15 PM   | <b>G2E EDUCATION WELCOME RECEPTION</b><br><b>OPEN TO ALL G2E EDUCATION BADGE HOLDERS</b>  |   |  |   |

# SCHEDULE AT A GLANCE

TUESDAY, OCTOBER 9



PRESENTED BY:  
 AMERICAN GAMING ASSOCIATION

**G2E** SPORTS BETTING SYMPOSIUM NEW 2018

SPECIAL EVENTS STAGE

|                     | GAMING LEADERSHIP & CAREER DEVELOPMENT  | <small>NEW 2018</small> MARKETING & ANALYTICS CUSTOMER ACQUISITION & RETENTION | <small>NEW 2018</small> OPTIMIZING GAMING OPERATIONS GUEST SERVICE & EXPERIENCE                                  | <small>NEW 2018</small> INTEGRATED RESORT DEVELOPMENT & MANAGEMENT          | SECURITY, SURVEILLANCE & COMPLIANCE   | TRIBAL GAMING  |
|---------------------|---|--|--|---|---|--|
|                     | VERONESE 2401   | VERONESE 2405  | VERONESE 2403  | TITIAN 2305   | TITIAN 2303   | TITIAN 2301  |
| 8:45 AM – 9:45 AM   | KEYNOTE PRESENTATION  |  |  |   |   |  |
| 10:00 AM – 5:00 PM  | EXPO HALL OPEN  |  |  |   |   |  |
| 11:00 AM – 12:00 PM | Building an Agile and Disruptive Organization                                 | Connecting Business, Analytics and IT to Realize a Return on Investments       | Attracting and Retaining Staff at All Levels   | Retail, Dining and Entertainment: Determining the Right Mix to Maximize ROI | Managing Risk with Emerging Technology  | Small Casinos: Competing With The Big Boys... Or Not                                     |
| 12:00 PM – 2:00 PM  | LUNCH BREAK - EXPO HALL OPEN  |  |  |   |   |  |
| 2:00 PM – 2:45 PM   | The Processes, Benefits and ROI of Creating a Diverse and Inclusive Workforce | Transitioning to Digital Marketing: What do you Gain and What do You Lose?     | Customer Experience is Not One Size Fits All: Delivering Exceptional and Customized Service to WOW All Customers | iGaming: Expanding Your Footprint and Customer Base                         | Hacking and How to Prevent It   | Integrated Resorts: Building for Tomorrow's Technology                                   |
| 3:00 PM – 3:45 PM   | Sexual Harassment: Recognizing a Problem and What to do Next                  | Social and Experiential: Using Digital to Your Advantage                       | Handling Customer Conflict without Negatively Impacting Customer Experience                                      | Optimizing Hospitality Revenue from Capital Spending to Pricing Strategy    | Hotel Security and Surveillances Post Oct 1: Vetting Vendors and New Technology | The Class II Technical Renaissance: Your Sovereignty and Financial Gateway of the Future |
| 5:00 PM – 6:30 PM   | WELCOME RECEPTION   |  |  |   |   |  |

10:15 AM - 11:15 AM

**SCOTUS Decision: What The Ruling Actually Said and What It Means**

1:15 PM - 2:15 PM

**How States and Tribes Are Preparing for Legal Sports Betting**



PRESENTED BY:  
 AMERICAN GAMING ASSOCIATION

# SCHEDULE AT A GLANCE

WEDNESDAY, OCTOBER 10

**G2E** NEW 2018 SPORTS BETTING SYMPOSIUM

SPECIAL EVENTS STAGE

10:15 AM - 11:15 AM  
**Overview: The Business of Sports Betting**

1:15 PM - 2:15 PM  
**Finding the Right Partner: An Interactive Exhibit Hall Tour**

|                     | GAMING LEADERSHIP & CAREER DEVELOPMENT   | <small>NEW 2018</small> MARKETING & ANALYTICS CUSTOMER ACQUISITION & RETENTION | <small>NEW 2018</small> OPTIMIZING GAMING OPERATIONS GUEST SERVICE & EXPERIENCE | <small>NEW 2018</small> NON-GAMING GROWTH OPPORTUNITIES  | SECURITY, SURVEILLANCE & COMPLIANCE  | TRIBAL GAMING  |
|---------------------|--|--|---|--|--|--|
|                     | VERONESE 2401  | VERONESE 2405  | VERONESE 2403   | TITIAN 2305  | TITIAN 2303  | TITIAN 2301  |
| 9:00 AM – 10:00 AM  | <b>KEYNOTE: THE FUTURE OF LEGALIZED, REGULATED SPORTS BETTING IN THE U.S. WITH SCOTT VAN PELT AND SARA SLANE</b> |  |   |  |  |  |
| 10:00 AM – 5:00 PM  | <b>EXPO HALL OPEN</b>  |  |   |  |  |  |
| 10:30 AM – 11:30 AM | <b>Profitable Dollars Per Minute Strategies For Leaders: Managing People, Priorities, and Power</b>              | <b>Big Data's Future in the Gaming Industry: A Pechanga Case Study</b>         | <b>Mobile Innovations Which Enhance the Guest Experience</b>                    | <b>The Resort of the Future: Where are We Heading?</b>   | <b>Responsible Gaming Roundtable: Hot Topics and Emerging Trends</b>                             | <b>Tribal Alliance Roundtable: A Discussion On The Internal Controls and Technical Standards of New Gaming Technology</b>                        |
| 11:30 AM – 1:30 PM  | <b>LUNCH BREAK - EXPO HALL OPEN</b>  |  |   |  |  |  |
| 1:30 PM – 2:15 PM   | <b>Taking Charge of Your Career to Achieve Your Preferred Future</b>   | <b>Best Practices in the Marketing of Events and Entertainment</b>             | <b>Adopting New Game Technology: Risk vs. Reward</b>                            | <b>Evaluating Gaming vs. Non-Gaming Guest Spending</b>   | <b>Insider Threat Vulnerability: Assessment and Risk Management</b>                              | <b>National Indian Gaming Commission (NIGC): A Balanced Regulatory Approach In The Midst of Shifting Market Trends And Evolving Technologies</b> |
| 2:30 PM – 3:15 PM   | <b>Partnering With HR to Improve Staff Productivity and Accountability</b>                                       | <b>Curating the Customer Journey to Drive Revenue</b>                          | <b>The Evolution of Card Less Systems: Where are We Now?</b>                    | <b>Mobile On-Premise: Bring Gaming to New Areas of Your Property and Improve Social Engagement</b> | <b>The Convergence of Cybersecurity and Physical Security: The Stakes Have Never Been Higher</b> | <b>National Tribal Gaming Commissioners &amp; Regulators (NTGCR): The Evolving Role of the Tribal Gaming Regulator</b>                           |



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# SCHEDULE AT A GLANCE

THURSDAY, OCTOBER 11

**G2E** NEW 2018 SPORTS BETTING SYMPOSIUM

SPECIAL EVENTS STAGE

10:15 AM - 11:15 AM  
**How Sports Betting Works in a Regulated Market**

1:15 PM - 2:15 PM  
**Empowering Law Enforcement and Regulators To Shut Down the Illegal Market**

|                     | <b>GAMING LEADERSHIP &amp; CAREER DEVELOPMENT</b>  | <small>NEW 2018</small> <b>MARKETING &amp; ANALYTICS CUSTOMER ACQUISITION &amp; RETENTION</b>   | <small>NEW 2018</small> <b>OPTIMIZING GAMING OPERATIONS GUEST SERVICE &amp; EXPERIENCE</b> | <small>NEW 2018</small> <b>NON-GAMING GROWTH OPPORTUNITIES IN ESPORTS</b>            | <b>SECURITY, SURVEILLANCE &amp; COMPLIANCE</b>                  | <b>TRIBAL GAMING</b>  |
|---------------------|--|---|--|--|---|---|
|                     | VERONESE 2401  | VERONESE 2405   | VERONESE 2403  | TITIAN 2305  | TITIAN 2303   | TITIAN 2301   |
| 9:00 AM – 10:00 AM  | <b>KEYNOTE: INNOVATION INCUBATOR AT G2E WITH DAYMOND JOHN AND CINDY ECKERT</b>   |   |  |  |   |   |
| 10:00 AM – 3:00 PM  | <b>EXPO HALL OPEN</b>  |   |  |  |   |   |
| 10:15 AM – 11:00 AM | <b>Leadership Workshop with Bill Benjamin: Doing Your Best When It Matters Most: The Science Of Emotional Intelligence</b>     | <b>Holistically Evaluating Player Worth Across Gaming and Non-Gaming Activities</b>             | <b>Cash Management Tools to Optimize the Cash Chain</b>                                    | <b>Esports Fireside Chat with Team Rogue: Investment and Team Development Advice</b> | <b>AML Compliance: Essentials of Anti-Money Laundering</b>      | <b>Tribal Gaming Protection Network (TGPN): Knock, Knock it's OSHA! Best Practices When OSHA Shows up at Your Doorstep</b>                                    |
| 11:15 AM – 12:00 PM | <b>Leadership Workshop with Bill Benjamin: Performing Under Pressure When It Matters The Most</b>                              | <b>Player Development Strategies to Increase Repeat Business From Customers Who Win or Lose</b> | <b>Demystifying Slot Floor Decision Science to Empower Operators</b>                       | <b>The Business of esports: Lessons from the Market Place</b>                        | <b>The Expanding Need for Enhanced Cybersecurity Measures</b>   | <b>Tribal Gaming Protection Network (TGPN): Tort Claims: How to Settle Personal Injury and Property Damage Claims at Your Casino</b>                          |
| 12:15 PM – 1:00 PM  | <b>An In-Depth Discussion with Bill Benjamin: Women Face a Second Layer Of Pressure That Men Don't And Why Men Should Care</b> | <b>Connecting Player Ratings and Marketing to Improve Reward Outcomes</b>                       | <b>Game Protection</b>   | <b>Esports: Looking Towards the Future</b>   | <b>Emergency Management Basics for Today's Gaming Operators</b> | <b>Tribal Gaming Protection Network (TGPN): Workers Compensation: How to Significantly Reduce Your Employee Injuries and Costs While Keeping Your Profits</b> |