

ROOM	8:00 am – 9:00 am		9:15 am – 10:15 am		10:30 am – 11:30 am	11:45 am – 12:45 pm		12:45 pm – 2:00 pm	2:00 pm – 3:00 pm		3:15 pm – 4:15 pm	
	TRACK	SESSION	TRACK	SESSION		TRACK	SESSION		TRACK	SESSION	TRACK	SESSION
501			CASINO DESIGN	Small Site, Big Idea: The Cosmopolitan Case Study	Opening Day Keynote: Wake Up With Penn Jillette Titan Ballroom 2nd Floor	2E 2011 3-DAY CONFERENCE PROGRAM			CASINO DESIGN	In the Middle: Design for Regional Markets	CASINO DESIGN	New Attitude: Owners on Design
503			COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Regulatory Reform: Casino Operators, Regulators and Suppliers		COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Balancing Act: Cost Effective Strategies for Gaming Regulatory Compliance		COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Improving Gaming Regulation: 10 Recommendations for Streamlining Processes and Maintaining Integrity		
505			FINANCE	The New Reality, Part I: Operators Roundtable		FINANCE	The More Things Change: Capital Markets Update		FINANCE	The New Reality, Part 2: Suppliers Roundtable	FINANCE	Mergers & Acquisitions: How a Deal Gets Done
601			GAMING TECHNOLOGY	Server-Based Gaming: Best and Brightest		GAMING TECHNOLOGY	Closing the Gap: Adaptive and Convergent Gaming		GAMING TECHNOLOGY	Building Your Brand: Reaching the Mainstream Consumer through Technology	GAMING TECHNOLOGY	Add Ons: New Technology in Keno, Bingo and Sports/Race Book
603			GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	And the Winner Is: The Casino RFP and Selection Process		GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Latin America: Open for Business		GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Asian Gaming Opportunities: The Truth Behind the Media Hype	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Macau & Singapore: Two Different Boomtowns
604			HUMAN RESOURCES	Layoffs and Terminations: How to Avoid Litigation		HUMAN RESOURCES	Legal Ease: Effective Employee Management		HUMAN RESOURCES	Stepping Up: Turning Managers Into Leaders	HUMAN RESOURCES	MySpace or Your Space: Facing the New Challenges of an Interconnected Workplace
605	iGAMING	Online Gaming 101: Betting on Basics	iGAMING	Canadian Conundrum: Provincially Owned and Operated iGaming			Thrive Together: Driving Land Business Through Online Gaming	NETWORKING BREAK	iGAMING	The Next Generation: Mobile Gaming and its Implications	iGAMING	Business Models: Preparing for the Coming Legalization
701	INDIAN GAMING	Indian Issues: Tribal Sovereignty and Online Gaming	INDIAN GAMING	Off-Reservation Gaming: Fixing 'Carciari'			New Developments in Class II Gaming: Technological and Regulatory Update		INDIAN GAMING	New and Improved: The NIGC Roundtable	INDIAN GAMING	On the Ground: The Tribal Commissioners Roundtable
704			MARKETING & PLAYER'S CLUBS	Getting to Know You: Better Understanding Your Customer					MARKETING & PLAYER'S CLUBS	Social Media Insights, Part I: Best Practices	MARKETING & PLAYER'S CLUBS	Social Media Insights, Part II: The Mighty App
805			NCRG at GZE	Instant Access: Using the Web to Promote Health and Responsible Gaming			NCRG at GZE	Global View: Responsible Gaming around the World		WILD CARD!	Racing Away: Can Slots Really Save Racing?	
706			RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Back to Basics: Casino Entertainment 101		RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Bottom Line: Quantifying Entertainment's Impact on the Integrated Resort		RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Starting From Scratch: The Ideal F&B Center	RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Process and Procedure: Streamlining Your F&B For Success
801	SECURITY & SURVEILLANCE	The Big Event: Managing an Efficient Security Presence	SECURITY & SURVEILLANCE	Risk Management: Managing Claims From the Beginning		SECURITY & SURVEILLANCE	Inside Job: Profiling the Thief Within		SECURITY & SURVEILLANCE	Slot Advantage Play: The Business Case	SECURITY & SURVEILLANCE	A-to-Z Coverage: Successful Surveillance Techniques
803			TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Enough is Enough: How to Evaluate Comp Systems * Possible Thursday		TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	The Tipping Point: Tips and Scheduling Dealers		TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Playing Smarter: Increasing Hold Percentage Without Losing Players	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	All In: Using Poker Rooms to Increase Casino Revenue

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	TRACK	SESSION	TRACK	SESSION		TRACK	SESSION		TRACK	SESSION	TRACK	SESSION
501			CASINO DESIGN	Innovation and Renovation: Reinventing the Casino Resort of the Future	State of the Industry Keynote: Innovating for a Stronger Future Titan Ballroom 2nd Floor	2E 2011 3-DAY CONFERENCE PROGRAM						
503	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Beyond the Reel: New Regulatory Challenges	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	International Compliance: Operating in Multiple Jurisdictions		CASINO DESIGN	There is No I in Team: The Multiple Design Team Debate			COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	The Absent Workforce: Repercussion of the Family and Medical Leave Act	
505			FINANCE	Restructuring Results: How to Survive in the Modern World		FINANCE	Expanding Marketplace: The Value of Social Media			FINANCE	The Big Picture: How the U.S. Economy Impacts Gaming Economy	
601	GAMING TECHNOLOGY	Double Bonus: Marketing at the Device	GAMING TECHNOLOGY	Slot Sense: Manufacturers' Roundtable		GAMING TECHNOLOGY	At Your Fingertips: The Future of Mobile Gaming			GAMING TECHNOLOGY	It Works if You Work It: Deep Data Mining	
603			WILD CARD	U.S. Gaming-at-a-Glance: Results of the AGA's New Macro-Economic Impact Study		GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Expansion Plans: New U.S. Jurisdictions			GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Gaming Renaissance: The New European Market	
604	HUMAN RESOURCES	Round Robin: Wage and Hour Class Actions	HUMAN RESOURCES	Safety First: Managing Employee Risk		HUMAN RESOURCES	Benefit Your Business: How to Control Soaring Healthcare Costs			HUMAN RESOURCES	Talent Optimization: Building a Powerful HR Machine	CONFERENCE KEYNOTE: JIM MURREN Titan Ballroom 2nd Floor
605	IGAMING	Player Acquisition: Setting Up an Affiliate Program	IGAMING	European Experience: iGaming on the Continent		IGAMING	Vested Interest: Protecting Your Players, Company and the Industry-at-large			IGAMING	Poker Process: Starting from Square One	
701	INDIAN GAMING	No Reservations: The Tribal Market for Internet Gaming	INDIAN GAMING	Tribal Defaults: Several Roads to Financial Restructuring		INDIAN GAMING	Finding Finance: Lending in Indian Country			INDIAN GAMING	Operational Improvement: Using Audits to Generate More Revenue	
704			MARKETING & PLAYER'S CLUBS	Social Media Insights, Part III: ROI		MARKETING & PLAYER'S CLUBS	Front and Center: Positioning Your Brand in the Media					
706			RETAIL, DINING & ENTERTAINMENT (R, D, & E)	From Center Bar to Center Stage: Launching an Entertainment Venue		RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Beyond the Marquee: Special Events to Drive Traffic			RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Hospitality Enhanced: RD&E Pro Panel	
801	SECURITY & SURVEILLANCE	Hands in the Coffers: Cage and Cashier Scams and Fraud	SECURITY & SURVEILLANCE	Security For All: How Nightclubs and Events Spill Over	SECURITY & SURVEILLANCE	Suspect in Custody: Now What?			SECURITY & SURVEILLANCE	What Happens in Vegas... Likely happens in your jurisdiction too		
803			TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	What's Hot, What's Not: Table Game Trends	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Blackjack Ball: A Peek Inside			TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Rating Results: The Rise of Electronic Table Games		

G2E 3-Day Conference Program THURSDAY, OCTOBER 6, 2010	8:00 am – 9:00 am		9:15 am – 10:15 am		10:30 am – 11:30 am	11:45 am – 12:45 pm	
	TRACK	SESSION	TRACK	SESSION		TRACK	SESSION
	501	INSIGHTS ON OPERATIONS	Risk & Reward: Understanding Player Reinvestment	INSIGHTS ON OPERATIONS		Player Tracking: Non-Gaming	Tribal Gaming Roundtable: The Indian Casino of the Future Titian Ballroom 2nd Floor
503			Player Tracking: Slots & Tables	INSIGHTS ON OPERATIONS			