

EASTERN EUROPEAN  
**GAMING  
SUMMIT**

MASTERCLASS

CERTIFICATE PROGRAM



# Профил и поведение на играчите от поколението "Милениум"

## Курсът ще води: Минце Швервер



Best Western Premier  
Sofia Airport Hotel



20.11.2017  
09:00

EEGS ви кани да се присъедините към тазгодишното професионално обучение на тема: "Профил и поведение на играчите от поколението "Милениум"" с Професионалния преподавател от Totally Gaming Academy - Минце Швервер!

Дата: 20.11.2017

Час: 09:00 - 17:00

Място: BEST WESTERN PREMIER Sofia Airport Hotel

Бул. Брюксел 11, 1592 София, България

[www.hotelpremiersofia.com](http://www.hotelpremiersofia.com)

PROGRAM:

“Player Profiles and Behavior of Millennials”

09:00 Registration

10:00- 12:00 Part 1

Player Profiles and Millennials behavior according to Gambling landbase/ online and related to Live games Products.

(The revenue of this Topic is to understand players behavior and to anticipate on the several expectations from different groups)

12:00-12:30 break

12:30 - 14:30 Part 2

Physical Environment and Games Placement.

(Interactive practical exercise. Delegates will work in groups to create the ideal floorplan, considering cluster games or separate, position bar, toilets, restaurant, cash desk and slots. Integrate sports betting, hybrid gaming)

14:30 - 15:00 break

15:00- 17:00 Part 3

Complimentary Services and Processes.

( how to calculate comps according to house hold % of Slots and the Games like Roulette, Black Jack etc. The do's and don'ts risks in the operational process running a successful Casino )

Who should attend?

Casino Managers

Operational Managers

Floor Managers

Pitbosses

Data Annalists

Machine Manufacturers

Marketing Managers

Heads of Departments

Directors

Table Technicians

Electronic Gaming Managers

Suppliers

Surveillance

VIP Hosts

Player Developers