

EEGS Masterclass 2015



EEGS MASTERCLASS 2015

invites you to join this year's training on the topic

"CASINO MARKETING & COMMUNICATIONS"

with **ARJAN KORSTJENS**, Strategy Director of Quince
Amsterdam

WHEN: 22 November 2015

WHERE: Best Western Hotel Expo, Sofia, Bulgaria

HOURS: 10:00-16:00

In today's fast growing casino industry, strong competition and the advent of new digital technologies, the proper communication with key audiences is of importance for a strong and stable market position. Tangible is the need of proper tools and their targeted use to make your casino stand out from the competition. Old approaches no longer work and the market is filled with clichés and visions with no idea. You do not need a big budget to have innovative ideas, but you need a good foundation of communication knowledge to awaken your creativity. Now is the time to DIFFERENTIATE your business!

This master class aims to present theoretical or practical understanding of communication, including international examples, best practice, different types of promotions, digital marketing, multi-media and how to brief an agency, all tailored to casinos.

What will you learn on-site?

CASINO BRANDING: Use the Brand Key method to define your Brand in a simple way;

COMMUNICATION PLAN: Plan your activities throughout the year, the basics for all communication. Guest profiling, campaign planning and how to calculate ROI

THE USE OF MEDIA: how should you use the different media

Outside the Casino: which media works in what way

Inside the casino: how to communicate to your guests

Social and digital media: how can you use them

SUCCESSFUL PROMOTIONS: which promotions work, learn from the presented international examples

What will you take home?

Template and instructions for a Brand Key

Example, template and instructions for a Communication Plan

Examples and links to different media campaigns

Type of promotions for different target groups

And a **Certificate of Participation**.

About the speaker:



Arjan Korstjens is a professional with 20 years of experience in the communication, media and interactive industry. Well known headline speaker of all panels dedicated to communication of casinos at the Slot Summit. In the past, he has worked as an independent Marketing Consultant for Holland Casino, Merkur Casino, Lottomatica, Sisal and Grand Casino Luzern. Among his strong competencies are multi-media management, marketing, promotions and how to communicate with specific target groups depending on their player profile. He is focused on delivering effective customer experience, looking at communication from a user point of view. His belief for success is to create simple and smart

communication with only one goal in mind: helping and convincing the customer by getting "inside" the receiver's mind. Right message to the right people at the right time through the right channel.