

# Masterclass 2016



## EEGS Masterclass 2016 Casino Marketing – The sequel



Continuing the well established tradition, the EEGS Masterclass this year was held on 21st of November as a preceding event of the Eastern European Gaming Summit. This year's professional training was on the topic "Casino Promotions" with the leading speaker from Totally Gaming Academy – Arjan Korstjens! EEGS Masterclass once again provided to the regional business an industry-tailored professional class that offers unique possibility to gain in-depth knowledge with practical importance and an opportunity for gaming industry professionals to enhance their skills.

The Masterclass was in interactive format and was specialized about Casino Promotions and how to set them up.

**Date:** 21.11.2016

**Time:** 13:00 - 18:00

**Venue:** BEST WESTERN PREMIER Sofia Airport Hotel

The agenda for the Masterclass was:

- Casino Promotions: which promotions work for which Target Groups.

- Making the business case: calculating the expected Return On Investment.
- Promoting outside the casino: which media to use and how to calculate Cost Per Acquisition.
  - Setting up a promotion: making a Promotion Plan.

The Masterclass will include working sessions and group assignments:

- Use the Excel calculation for the ROI?
- Calculate the allowed cost per new customer?
- Make a promotion plan with the group?