



Player Profiles and Behavior of Millennials

Course Leader: Minze Zwerver



Best Western Premier
Sofia Airport Hotel



20.11.2017
09:00

EEGS invites you to join this year's professional training on the topic "Player Profiles and Behavior of Millennials" with the Professional course Leader from Totally Gaming Academy - Minze Zwerver!

Date: 20.11.2017

Time: 09:00 - 17:00

Venue: BEST WESTERN PREMIER Sofia Airport Hotel

11 Brussels Blvd., 1592 Sofia, Bulgaria

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