

Monday, November 16, 2009
 G2E Leadership Academy
 G2E Advanced Gaming Institute—NEW!
 Casino Design
 Security & Surveillance Institute at G2E—NEW!



LEADERSHIP ACADEMY
 In partnership with: TRACOM GROUP

TIME	SESSION
9:00 am – 11:15 am	G2E Leadership Academy (Room N208 - N212)
11:30 am – 12:30 pm	G2E Conference Keynote Luncheon featuring Michael D. Johnson, dean of hospitality at Cornell University (Room N110)
12:45 pm – 4:15 pm	G2E Leadership Academy (Rooms N208 - N212)



Gold Sponsors: The Friedmutter Group, Bergman, Walls & Associates, Ltd.

TIME	SESSION
9:15 am – 10:15 am	State of the Casino Design Industry: Where We Are, Where We Are Going (Room N102)
10:30 am – 11:30 am	On Time and On Budget: Facing Reality in an Unrealistic World (Room N107) Adding Sizzle to the Steak: Amenities Design (Room N108)
11:45 am – 12:45 pm	Renovation & Restoration: Making Old New Again (Room N107) Casino Floor Layout: Variations Around the World (Room N108) * Bronze Sponsor: Enifloor
1:00 pm – 2:00 pm	Casino Design Lunch featuring the Sarno Lifetime Achievement Award honoring Roger Thomas (Room N113)
2:15 pm – 3:15 pm	Encore! Encore!: A Cast Study of the Newest of the Wynn Resorts (Room N102)

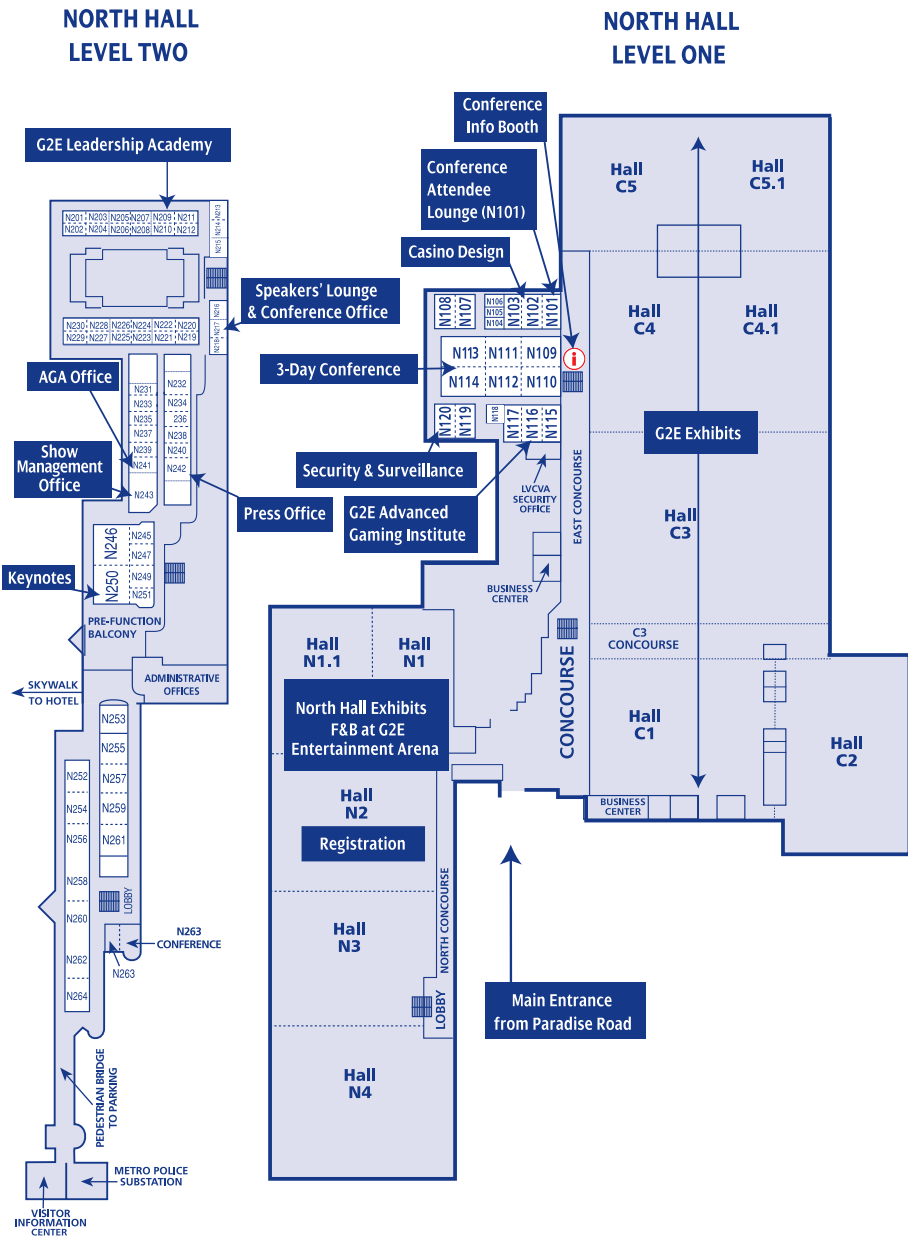
G2E Advanced Gaming Institute

TIME	SESSION
9:00 am – 10:00 am	Land Into Trust: The Impact of Carcieri v. Salazar (Room N115)
10:15 am – 11:15 am	Selling the Sizzle: Slot Manufacturers Roundtable (Room N115)
11:30 am – 12:30 pm	G2E Conference Keynote Luncheon featuring Michael D. Johnson, dean of hospitality at Cornell University (Room N110)
12:45 pm – 1:45 pm	Marketing in the Hot Seat: Chief Marketing Officers' Forum (Room N115) * Silver Sponsor: Maritz
2:00 pm – 3:00 pm	RD&E: The Operators Perspective (Room N115)
3:15 pm – 4:15 pm	Making Money: The CFO Roundtable (Room N115)

Security & Surveillance Institute AT G2E

TIME	SESSION
9:00 am – 10:00 am	Preparing for the Worst: A Tabletop Exercise on Shooting Incidents (Room 119) Soft Count: Theft and Embezzlement in the Count Room (Room 120)
10:15 am – 11:15 am	Major Incidents: Cohesive Cooperation between Security and Surveillance (Room 119) Managing the Scam Factor: Casino Promotions (Room 120)
11:30 am – 12:30 pm	G2E Conference Keynote Luncheon featuring Michael D. Johnson, dean of hospitality at Cornell University (Room N110)
12:45 pm – 1:45 pm	Rampage Shooters and Insider Threats: What Perpetrators Can Teach Us about Casino Security (Room 119) Slot Machines: New Cheats, Scams and Manipulation (Room 120)
2:00 pm – 3:00 pm	Less than Lethal Weapons: Arming a Security Department (Room 119) Cyber Threats: Hacking Slot Systems, Player Tracking and Other Applications (Room 120)
3:15 pm – 4:15 pm	21st Century Terrorism: Lessons for Hotels, Casinos and Nightclubs (Room 119) Scams and Cheats: Current Cheating Methods and Trends (Room 120)

G2E 2009: Conference Map
 Las Vegas Convention Center



G2E 2009: Conferences At-A-Glance & Conference Map

G2E 3-Day Conference Program
TUESDAY, NOVEMBER 17, 2009

MORNING BRIEFING (Room N101)

8:30 am - 9:00 am	TRACK	9:15 am - 10:15 am	SESSION
	CASINO DESIGN * Gold Sponsors: The Friedmutter Group, Bergman, Walls & Associates, Ltd.	Big Brands: Native American Casino Design (Room N115)	
	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	SIGNATURE SERIES: The Evolution of Gaming Regulation: How the Economic Downturn Impacted Gaming Control (Room N111)	
	CORPORATE SOCIAL RESPONSIBILITY (CSR)	NCRG at G2E: Penny Wise: Operating Responsible Gaming Programs on a Shoestring Budget (Room N103) * Silver Sponsor: GLJ	
	FINANCE	Gaming Bankruptcy and Reorganization: Issues and Strategies (Room N109)	
	GAMING TECHNOLOGY	State of the Art: The Impact of Networked Gaming, Part 1 (Room N110)	
	GLOBAL MARKETS FORUM—NEW! * Silver Sponsor: Spectrum Gaming Group	International Technical Standards: A Possibility or Pipe Dream? (Room N107) * Developing Partner: CSA	
	HUMAN RESOURCES	SIGNATURE SERIES: Managing Morale: Layoffs, Cost-Cutting and Commitments (Room N117)	
	INDIAN GAMING	Big Brands: Native American Casino Design (Room N115)	
	MARKETING	Rating Research: Making Marketing More Scientific (Room N112) * Silver Sponsor: Maritz	
	RACINO	SIGNATURE SERIES: State of the Racino Industry: Past, Present and Future (Room N119)	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	RD&E: The Expert Perspective (Room N113)	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Thinking Outside the Box: Casino Games Protection (Room N114)	
	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Getting in the Game: Table Game Operators Roundtable (Room N120)	

KEYNOTE RITA RUDNER (Room N250)

10:30 am - 11:30 am	TRACK	11:45 am - 12:45 pm	SESSION
	CASINO DESIGN * Gold Sponsors: The Friedmutter Group, Bergman, Walls & Associates, Ltd.	Racino Design: Beyond the Grandstands (Room N119)	
	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Truth, Myth and Legend: The Real Meaning of Title 31 (Room N111)	
	CORPORATE SOCIAL RESPONSIBILITY (CSR)	NCRG at G2E: Myth vs. Evidence: Native Americans and Problem Gambling (Room N103) * Silver Sponsor: GLJ	
	FINANCE	State of the Markets: The Gaming Industry's Financial Future (Room N109)	
	GAMING TECHNOLOGY	The Possibilities: The Impact of Networked Gaming, Part 2 (Room N110)	
	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Slinging Singapore: Update and Impact on Other Asian Gaming Venues (Room N107)	
	HUMAN RESOURCES	Relating and Motivating: Communicating Across Generations (Room N117)	
	INDIAN GAMING	NCRG at G2E: Myth vs. Evidence: Native Americans and Problem Gambling (Room N103)	
	MARKETING	Brand, Position and Image: The Keys to a Successful Operation (Room N112)	
	RACINO	Racino Design: Beyond the Grandstands (Room N119)	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	SIGNATURE SERIES: The Sweet Spot: How to Manage F&B in a Down Economy (Room N113)	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Crime Signals: How to Recognize Behavioral Tells (Room N114)	
	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	SIGNATURE SERIES: Don't Do This: The Top 10 Table Game Blunders (Room N120)	

NETWORKING BREAK

12:45 pm - 2:00 pm	TRACK	2:00 pm - 3:00 pm	SESSION	TRACK	3:15 pm - 4:15 pm	SESSION
	CASINO DESIGN * Gold Sponsors: The Friedmutter Group, Bergman, Walls & Associates, Ltd.	The Lifecycle of Your Casino Property: Smart Planning for Infancy to Maturity (Room N115)		CASINO DESIGN * Gold Sponsors: The Friedmutter Group, Bergman, Walls & Associates, Ltd.	Green Giants: Sustainability and Fiscal Responsibility (Room N115)	
	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson			COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Tribal Perspective: Indian Gaming and the Obama Administration (Room N109)	
	CORPORATE SOCIAL RESPONSIBILITY (CSR)	NCRG at G2E: Demystifying Gaming Machines: Can a Slot Machine Cause Addiction? (Room N103) * Silver Sponsor: GLJ		CORPORATE SOCIAL RESPONSIBILITY (CSR)	People, Planet, Profit: CSR and the Bottom Line (Room N103) * Bronze Sponsor: Atronic	
	FINANCE	Spreading the Wealth: Tribal Financing Options (Room N109)				
	GAMING TECHNOLOGY	Value Proposition: Slot Operators Roundtable (Room N110) * Bronze Sponsor: Novomatic Group of Companies		GAMING TECHNOLOGY	SIGNATURE SERIES: Managing in Difficult Times: How Technology Can Help (Room N110)	
	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Global Development Opportunities: An In-Depth Workshop (Room N107)				
	HUMAN RESOURCES	More than a Wage: Managing Employee Benefits in Today's Economy (Room N117)				
	INDIAN GAMING	Spreading the Wealth: Tribal Financing Options (Room N109)		INDIAN GAMING	Tribal Perspective: Indian Gaming and the Obama Administration (Room N109)	
	MARKETING	Digital Direct Marketing: Attracting Players Faster, Cheaper and Better (Room N112) * Bronze Sponsor: Rymax		MARKETING	Quality vs. Quantity: Filling Your Hotel Rooms (Room N112) * Bronze Sponsor: The Rainmaker Group	
	RACINO	Table Games at Racinos: What are the Issues and How Have They Performed? (Room N119)		RACINO	Marketing the Racino: Leveling the Playing Field (Room N119)	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	Entertainment 101: Negotiations, Contracts and Concepts (Room N113) * In Partnership with: Celebrity Access				
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Card Sharks Beware: Perils of a Handheld Game (Room N114)		SECURITY & SURVEILLANCE * Developing Partner: ASIS	Arrests on the Casino Floor: Managing Control and Restraint (Room N114)	
	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Chip Leaders: Table Game Tournaments that Work (Room N120)		TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Blackjack Pot: Side Bets, Technology and Rule Changes (Room N120)	

G2E 3-Day Conference Program
WEDNESDAY, NOVEMBER 18, 2009

MORNING BRIEFING (Room N101)

8:30 am - 9:00 am	TRACK	9:15 am - 10:15 am	SESSION
	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Federal Focus: The Washington Update (Room N111)	
	CORPORATE SOCIAL RESPONSIBILITY (CSR)	Small World: The Need for Global Gaming Agreements and Regulations (Room N103)	
	GAMING TECHNOLOGY	High Tech Labs: Testing Technology (Room N110)	
	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	SIGNATURE SERIES: World Market: Shaping Your Casino to Succeed in Today's Economy (Room N107)	
	HUMAN RESOURCES	What's in it for Me?: Customer Service Training (Room N117)	
	IGAMING—NEW! * Silver Sponsor: CyberArts	Internet Gambling: Federal Legislation (Room N108)	
	INDIAN GAMING	National Indian Gaming Commission: An Update (Room N115)	
	PLAYERS' CLUBS & INCENTIVES	SIGNATURE SERIES: Rethink, Reform, Re-launch: Retrofitting Your Player's Club for these Times (Room N109) * Silver Sponsor: Maritz	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	The Value Proposition: What F&B Means to Your Property (Room N113)	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Demystifying Video Management: Making Sense of Video Formats, File Management and Legal Considerations (Room N114)	
	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Running the Numbers: Table Game Yield Management (Room N120)	

KEYNOTE STATE OF THE INDUSTRY: GAMING'S NEW GUARD (Room N250)

10:30 am - 11:30 am	TRACK	11:45 am - 12:45 pm	SESSION
	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Labor Party: Unionization in the Gaming Industry (Room N111)	
	CORPORATE SOCIAL RESPONSIBILITY (CSR)	General Counsels Roundtable: Practical Solutions in an Impractical World (Room N103)	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Dataveillance: The New Breed of Casino Surveillance (Room N119)	
	GAMING TECHNOLOGY	Younger and Fresher: The 'New' Casino Player (Room N110)	
	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Asia and Beyond: Catering to the International Premium Player (Room N107)	
	WILD CARD	Tourism and Gaming: One Hand Washes the Other (Room N117)	
	IGAMING—NEW! * Silver Sponsor: CyberArts	Internet Gambling: State Legislation (Room N108)	
	INDIAN GAMING	Tribal Compacts 2.0: The Next Generation (Room N115)	
	MARKETING	Piece of the Pie: Identifying Market Niches to Outgrow the Competition (Room N112)	
	PLAYERS' CLUBS & INCENTIVES	All In: How to Reward Tracked Customers for Non-Gaming Spend (Room N109) * Silver Sponsor: Maritz	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	F&B Innovations: Thinking Outside the Box (Room N113)	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Keep Your Eye on the Ball: Keno and Bingo Protection and Scams (Room N114)	
	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Poker Possibilities: Operating a Profitable Room (Room N120)	

NETWORKING BREAK

12:45 pm - 2:00 pm	TRACK	2:00 pm - 3:00 pm	SESSION	TRACK	3:15 pm - 4:15 pm	SESSION
	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Getting it Right: A Critical Look at Gaming Public Policy (Room N111)		COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	IP Battles: Litigating Gaming Patent Cases (Room N111)	
	CORPORATE SOCIAL RESPONSIBILITY (CSR)	SIGNATURE SERIES: Corporate Compliance: Staying the Course in a Difficult Financial Environment (Room N103)				
	FINANCE	SIGNATURE SERIES: Balance Sheet and Capital Structure: The Shape of Today's Casino Corporation (Room N119)		FINANCE	Selling and Buying: The Attraction of the Stand-Alone Property (Room N119)	
	GAMING TECHNOLOGY	CRM & Data Analytics: Make Me Money or Save Me Money (Room N110) * Bronze Sponsor: SAS				
	WILD CARD	G2E Webinar Series: Thriving in a Crisis, Part IV: Applying Analytics to Determine Business Levels (Room N107) * In Partnership with: The Fine Point Group		WILD CARD	G2E Webinar Series: Thriving in a Crisis, Part V: Leveraging the Present to Build the Future (Room N107) * In Partnership with: The Fine Point Group	
				HUMAN RESOURCES	Employment Law: Gaming's Unique Environment (Room N117)	
	IGAMING—NEW! * Silver Sponsor: CyberArts	SIGNATURE SERIES: G2E Future Watch: Internet Gaming in the U.S. and Abroad (Room N108)		IGAMING—NEW! * Silver Sponsor: CyberArts	Online Poker: Getting in the Game (Room N108)	
	INDIAN GAMING	Regulation & Respect: Tribal Commissioners Working Together (Room N115) * Bronze Sponsor: GLJ		INDIAN GAMING	Tribal Sovereignty: Limiting Non-Tribal Jurisdiction over Casino Patron Disputes (Room N115)	
	MARKETING	Alternative Online Marketing: New Technologies To Bring Gaming To The Masses (Room N112) * Silver Sponsor: Maritz				
	PLAYERS' CLUBS & INCENTIVES	Working the System: Is Marketing Technology Part of the Problem or the Solution? (Room N109)				
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	Workshop for the Non-Retail Executive: Steps to Developing a Retail Amenity (Room N113)		RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	Casinos and Celebrities: How to Market Your Casino with A-list Entertainment (Room N113) * In Partnership with: Celebrity Access	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	SIGNATURE SERIES: Confidence Scams: Today's Casino Environment (Room N114)		SECURITY & SURVEILLANCE * Developing Partner: ASIS	Multimedia Incident Information Management: A New Line of Defense (Room N114)	
	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Food for Thought: Keeping Them in Their Seats (Room N120)		RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Troubled Times: Does Retail and Gaming Still Make Sense? (Room N120)	

G2E 3-Day Conference Program
THURSDAY, NOVEMBER 19, 2009

MORNING BRIEFING (Room N101)

8:30 am - 9:00 am	TRACK	9:15 am - 10:15 am	SESSION
	GAMING TECHNOLOGY	The Entire Package: Player Tracking Beyond the Casino Floor (Room N111) * Bronze Sponsor: SAS	
	IGAMING—NEW! * Silver Sponsor: CyberArts	IGaming: An Economic Argument (Room N108)	
	INDIAN GAMING	SIGNATURE SERIES: When Down Seems Like Up: The Impact of the Economy on Tribal Gaming (Room N109)	
	MARKETING	SIGNATURE SERIES: Marketing ROI: Getting the Most Out of Your Casino Budget (Room N113)	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	Creating Identity: Using F&B as a Marketing Tool (Room N107)	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	You Can't Hide: The Proactive Internal Fraud Risk Management Program (Room N103)	

KEYNOTE ON THE RECORD: TRIBAL GAMING ISSUES AND ANSWERS (Room N250)

10:30 am - 11:30 am	TRACK	11:45 am - 12:45 pm	SESSION
	GAMING TECHNOLOGY	Slot Symphonies: The Importance of Peripherals (Room N111)	
	IGAMING—NEW! * Silver Sponsor: CyberArts	Already Online: Racing, Lotteries, Sweepstakes and Skill Games (Room N108)	
	INDIAN GAMING	Tribal Labor Relations: Sovereignty or Solutions (Room N109)	
	MARKETING	Partnership Marketing: One Makes the Other Better (Room N113)	
	RETAIL, DINING & ENTERTAINMENT (R, D, & E)—NEW!	Now for Something Completely Different: How to Create Out-Of-The Box Special Events (Room N107) * In Partnership with: Celebrity Access	
	SECURITY & SURVEILLANCE * Developing Partner: ASIS	Cheating the Game: Baccarat A to Z (Room N103)	

G2E 2009: Conferences At-A-Glance

Sponsored by **WMS GAMING**

November 16:



November 17-19:

