

G2E 3-Day Conference Program TUESDAY, OCTOBER 4, 2010	8:00 am – 9:00 am			9:15 am – 10:15 am		10:30 am – 11:30 am	11:45 am – 12:45 pm		12:45 pm – 2:00 pm	2:00 pm – 3:00 pm		3:15 pm – 4:15 pm	
	ROOM	TRACK	SESSION	TRACK	SESSION		TRACK	SESSION		TRACK	SESSION	TRACK	SESSION
	501			CASINO DESIGN	Small Site, Big Idea: The Cosmopolitan Case Study	Opening Day Keynote: Wake Up With Penn Jillette Titan Ballroom 2nd Floor	CASINO DESIGN	Pillows and Profits: The Modern Guest Room	NETWORKING BREAK	CASINO DESIGN	In the Middle: Design for Regional Markets	CASINO DESIGN	New Attitude: Owners on Design
	503			COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Regulatory Reform: Casino Operators, Regulators and Suppliers		COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Balancing Act: Cost Effective Strategies for Gaming Regulatory Compliance		COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Improving Gaming Regulation: 10 Recommendations for Streamlining Processes and Maintaining Integrity		
	505			FINANCE	The New Reality, Part I: Operators Roundtable		FINANCE	The More Things Change: Capital Markets Update		FINANCE	The New Reality, Part 2: Suppliers Roundtable	FINANCE	Mergers & Acquisitions: How a Deal Gets Done
	601			GAMING TECHNOLOGY	Server-Based Gaming: Best and Brightest		GAMING TECHNOLOGY	Closing the Gap: Adaptive and Convergent Gaming		GAMING TECHNOLOGY	Building Your Brand: Reaching the Mainstream Consumer through Technology	GAMING TECHNOLOGY	Add Ons: New Technology in Keno, Bingo and Sports/Race Book
	603			GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	And the Winner Is: The Casino RFP and Selection Process		GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Latin America: Open for Business		GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Asian Gaming Opportunities: The Truth Behind the Media Hype	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group	Macau & Singapore: Two Different Boomtowns
	604			HUMAN RESOURCES	Layoffs and Terminations: How to Avoid Litigation		HUMAN RESOURCES	Legal Ease: Effective Employee Management		HUMAN RESOURCES	Stepping Up: Turning Managers Into Leaders	HUMAN RESOURCES	MySpace or Your Space: Facing the New Challenges of an Interconnected Workplace
	605	iGAMING	Online Gaming 101: Betting on Basics	iGAMING	Canadian Conundrum: Provincially Owned and Operated iGaming		iGAMING	Thrive Together: Driving Land Business Through Online Gaming		iGAMING	The Next Generation: Mobile Gaming and its Implications	iGAMING	Business Models: Preparing for the Coming Legalization
	701	INDIAN GAMING	Indian Issues: Tribal Sovereignty and Online Gaming	INDIAN GAMING	Off-Reservation Gaming: Fixing 'Carcieri'		INDIAN GAMING	New Developments in Class II Gaming: Technological and Regulatory Update		INDIAN GAMING	New and Improved: The NIGC Roundtable	INDIAN GAMING	On the Ground: The Tribal Commissioners Roundtable
	704			MARKETING & PLAYER'S CLUBS	Getting to Know You: Better Understanding Your Customer					MARKETING & PLAYER'S CLUBS	Social Media Insights, Part I: Best Practices	MARKETING & PLAYER'S CLUBS	Social Media Insights, Part II: The Mighty App
	805			NCRG at G2E	Instant Access: Using the Web to Promote Health and Responsible Gaming		NCRG at G2E	Global View: Responsible Gaming around the World		WILD CARD!	Racing Away: Can Slots Really Save Racing?		
	706			RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Back to Basics: Casino Entertainment 101		RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Bottom Line: Quantifying Entertainment's Impact on the Integrated Resort		RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Starting From Scratch: The Ideal F&B Center	RETAIL, DINING & ENTERTAINMENT (R, D, & E)	Process and Procedure: Streamlining Your F&B For Success
	801	SECURITY & SURVEILLANCE	The Big Event: Managing an Efficient Security Presence	SECURITY & SURVEILLANCE	Risk Management: Managing Claims From the Beginning		SECURITY & SURVEILLANCE	Inside Job: Profiling the Thief Within		SECURITY & SURVEILLANCE	Slot Advantage Play: The Business Case	SECURITY & SURVEILLANCE	A-to-Z Coverage: Successful Surveillance Techniques
	803			TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Enough is Enough: How to Evaluate Comp Systems * Possible Thursday		TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	The Tipping Point: Tips and Scheduling Dealers		TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Playing Smarter: Increasing Hold Percentage Without Losing Players	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	All In: Using Poker Rooms to Increase Casino Revenue

G2E 3-Day Conference Program WEDNESDAY, OCTOBER 5, 2010	8:00 am – 9:00 am		9:15 am – 10:15 am		10:30 am – 11:30 am	11:45 am – 12:45 pm		12:45 pm – 2:00 pm	2:00 pm – 3:00 pm		3:15 pm – 4:15 pm	
	TRACK	SESSION	TRACK	SESSION		TRACK	SESSION		TRACK	SESSION	TRACK	SESSION
	501		CASINO DESIGN	Innovation and Renovation: Reinventing the Casino Resort of the Future		2E 2011 3-DAY CONFERENCE PROGRAM					CONFERENCE KEYNOTE: JIM MURREN Titian Ballroom 2nd Floor	
	503	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson	Beyond the Reel: New Regulatory Challenges	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson		International Compliance: Operating in Multiple Jurisdictions	CASINO DESIGN		There is No I in Team: The Multiple Design Team Debate	COMPLIANCE, LAW & REGULATION * Gold Sponsor: Cooper Levenson		The Absent Workforce: Repercussion of the Family and Medical Leave Act
	505			FINANCE		Restructuring Results: How to Survive in the Modern World	FINANCE		Expanding Marketplace: The Value of Social Media	FINANCE		The Big Picture: How the U.S. Economy Impacts Gaming Economy
	601	GAMING TECHNOLOGY	Double Bonus: Marketing at the Device	GAMING TECHNOLOGY		Slot Sense: Manufacturers’ Roundtable	GAMING TECHNOLOGY		At Your Fingertips: The Future of Mobile Gaming	GAMING TECHNOLOGY		It Works if You Work It: Deep Data Mining
	603			WILD CARD		U.S. Gaming-at-a-Glance: Results of the AGA’s New Macro-Economic Impact Study	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group		Expansion Plans: New U.S. Jurisdictions	GLOBAL MARKETS FORUM * Silver Sponsor: Spectrum Gaming Group		Gaming Renaissance: The New European Market
	604	HUMAN RESOURCES	Round Robin: Wage and Hour Class Actions	HUMAN RESOURCES		Safety First: Managing Employee Risk	HUMAN RESOURCES		Benefit Your Business: How to Control Soaring Healthcare Costs	HUMAN RESOURCES		Talent Optimization: Building a Powerful HR Machine
	605	iGAMING	Player Acquisition: Setting Up an Affiliate Program	iGAMING		European Experience: iGaming on the Continent	iGAMING		Vested Interest: Protecting Your Players, Company and the Industry-at-large	iGAMING		Poker Process: Starting from Square One
	701	INDIAN GAMING	No Reservations: The Tribal Market for Internet Gaming	INDIAN GAMING		Tribal Defaults: Several Roads to Financial Restructuring	INDIAN GAMING		Finding Finance: Lending in Indian Country	INDIAN GAMING		Operational Improvement: Using Audits to Generate More Revenue
	704			MARKETING & PLAYER’S CLUBS		Social Media Insights, Part III: ROI	MARKETING & PLAYER’S CLUBS		Front and Center: Positioning Your Brand in the Media			
	706			RETAIL, DINING & ENTERTAINMENT (R, D, & E)		From Center Bar to Center Stage: Launching an Entertainment Venue	RETAIL, DINING & ENTERTAINMENT (R, D, & E)		Beyond the Marquee: Special Events to Drive Traffic	RETAIL, DINING & ENTERTAINMENT (R, D, & E)		Hospitality Enhanced: RD&E Pro Panel
	801	SECURITY & SURVEILLANCE	Hands in the Coffers: Cage and Cashier Scams and Fraud	SECURITY & SURVEILLANCE		Security For All: How Nightclubs and Events Spill Over	SECURITY & SURVEILLANCE		Suspect in Custody: Now What?	SECURITY & SURVEILLANCE		What Happens in Vegas... Likely happens in your jurisdiction too
803			TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	What’s Hot, What’s Not: Table Game Trends	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Blackjack Ball: A Peek Inside	TABLE GAMES * Gold Sponsor: Shuffle Master, Inc.	Rating Results: The Rise of Electronic Table Games				

G2E 3-Day Conference Program THURSDAY, OCTOBER 6, 2010		8:00 am – 9:00 am		9:15 am – 10:15 am		10:30 am – 11:30 am	11:45 am – 12:45 pm		
		TRACK	SESSION	TRACK	SESSION		TRACK	SESSION	
	501	INSIGHTS ON OPERATIONS	Risk & Reward: Understanding Player Reinvestment		Player Tracking: Non-Gaming	Tribal Gaming Roundtable: The Indian Casino of the Future Titian Ballroom 2nd Floor	2E 2011 3-DAY CONFERENCE PROGRAM		
	503			INSIGHTS ON OPERATIONS	Player Tracking: Slots & Tables		INSIGHTS ON OPERATIONS	Closing Address: Staying on Point: Testing, Adjusting, and Maintaining an Efficient Loyalty Program	