



**Raving's 15th  
Indian Gaming  
National Marketing Conference**

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**JANUARY 28 - JANUARY 30, 2013**  
**CASINO DEL SOL, TUCSON, AZ**

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## Monday, January 28

4:00 PM — 7:30 PM

### Registration Open

5:30 PM — 7:30 PM

### Welcome Reception, Networking Party, Exhibitor Displays and Evening Assignment

Meet your fellow attendees, sponsors and presenters while enjoying drinks and hors d'oeuvres. Explore the quality marketing products and services of exhibitors prepared to show you additional ways to grow your gaming business.

Receive a fun and valuable assignment that will involve exploring (with a trained marketing eye) the impressive Casino Del Sol. This is a perfect icebreaker and start to a rigorous two days of learning and relationship building!

Denning, enrolled member of the Oneida Tribe of Wisconsin Indians, has implemented diversity training for national and tribal governments and casinos across the U.S. In this one-hour session, Marin will share his thoughts on diversity's role in marketing, social media, direct mail, guest service delivery, and the influence of gender and multiple generations on gaming.

*Presenter: Marin Denning, Educational Consultant*

9:30 AM — 9:45 AM

### Networking Break, Exhibitor Displays

9:45 AM — 10:45 AM

### Custom-Fit Wisdom? Why Allocating Marketing Resources Isn't An Exact Science

What's the industry standard for how much Free Play should be given out in Direct Marketing? What's the norm for Coin-in to Point to Dollar conversions? What is the ROI for a car giveaway? Nicole will not answer any of these questions. She will bob. She will weave. She will misdirect. The honest truth is that there is no magical answer. It's hard to sleep at night when you hear "It depends" from your consultant. Instead, she will explore the tools for developing the best mix for your tribal property, your competitive climate, and your players. One-size-fits-all doesn't work. In this session, Nicole will help you devise a plan to invest appropriately in Points, Tiered Cards, Player Development, and Direct Mail.

*Presenter: Nicole Barker, Raving Database Project Partner*



## Tuesday, January 29

7:30 AM — 5:30 PM

### Registration Open

7:30 AM — 8:30 AM

### Breakfast & Exhibitor Displays

Come early, grab a cup a 'jo and some brain food and check out the cutting-edge technology and services our sponsors are waiting to share with you. Get to know your fellow executives from across the country and start asking our guest presenters those tough questions.

8:30 AM — 9:30 AM

### Opening Keynote Presentation: Delivering Culturally-Aware Marketing Messages

Whether you are training and managing internal teams or creating collateral for a diverse audience of customers, tribal casinos have to deal with the sensitivities of their tribal members AND those of the communities they serve. Understanding cultural differences can better prepare marketers to construct messages for employees and customers that are not only appropriate, but more motivational and effective. Marin



"Raving's Marketing Conference is chock-full of savvy ideas and insights you can immediately apply to your operation's marketing strategy. The lineup of inspiring speakers and many networking opportunities are just icing on the cake. Our team returned to our casino fired up as all get out."

*Patricia Wisner, Executive Assistant/  
TriPoD Program Coordinator, Mazatzal  
Hotel & Casino*



**10:45 AM — 11:00 AM**

**Networking Break, Exhibitor Displays**

**11:00 AM — Noon**

**Outstanding Promotions for Fun and Profit**

Enjoy our panel of marketing professionals who are prepared to discuss case studies of their best tribal casino promotions. Why were they selected? What made them unique and competitive? What made them fun? How did they successfully drive revenue? How did they involve employees and communities? These questions and more will be answered by savvy casino marketers who will share the intimate details of some of their most creative and effective promotions. (Feel free to steal great ideas, tweak them for your property, and make them your own!).

*Moderator: Toby O'Brien, VP of Marketing & Client Services, Raving Consulting Company*

*Panelists: Sean Vestal, Director of Marketing, Suquamish Clearwater Casino Resort; Bob Dimmick, Director of Marketing, River Spirit Casino; Deann Kamalani, Director of Marketing, Chukchansi Gold Resort & Casino*



**Noon — 1:15 PM**

**Keynote Luncheon:  
 Keep Me In The Loop  
 – A Super-Charged  
 Communication Model**



Marketing's greatest challenge isn't always maintaining or building business; it's often fighting the communication war between departments at your property. Janie Dillard, Executive Director of Gaming at Choctaw Nation in Oklahoma, will talk about the communication nightmares faced by management teams, unique issues that confront the diverse employee base at tribal properties, and successful strategies for getting everyone informed, on the same page, and working towards common goals using multi-channel tools.

*Presenter: Janie Dillard, Executive Director of Gaming, Choctaw Nation*

**1:15 PM — 1:30 PM**

**Networking Break, Exhibitor Displays**

**1:30 PM – 2:00 PM**

**Networking Challenge: I've Just Gotta Tell You About My Greatest Success!**

How often do you get to boast and brag without feeling self-conscious or embarrassed? Well, now's your chance to share something fabulous you've accomplished and hear about other people's successes. It may be work-related, it may be personal, but we're giving you permission to bring your stories and proudly shout them out! (Bring some business cards, too).



**ABOUT OUR HOST PROPERTY & TRAVEL**

To stay at our host property, please call Casino Del Sol no later than **Saturday, January 12**. After this date, room rate and availability is not guaranteed.

**Group Code:** Raving

**Rate:** \$139 valid Saturday 1/26/13 - Thursday 1/31/2013 - this rate good through January 12, 2013

**Reservations:** 1-855-765-7829

The nearest airport is Tucson International (TUS), which is about a 10 minute drive from the casino. Attendees can also utilize shuttle service via Arizona Stagecoach (520) 889-1000.





2:00 – 2:30 PM

## Interactive Session: Casino Floor Promotion In Action

*Sponsored by SCA Gaming*

Tired of being the bridesmaid? Wouldn't YOU like the thrill of being the winning guest on the floor instead of the one always handing it out? Four conference attendees will compete for a chance at a life changing grand prize. Guaranteed cash prizes will be awarded to all contestants, even if the top prize is not won. This is a terrific, hands-on way for attendees to experience a successful floor promotion – just like if they were a casino guest.



2:45 PM — 5:00 PM

## Small Group Workshops

The workshops at Raving's Indian Gaming National Marketing Conference have been a signature part of the event since its inception. They are designed as "roll up your sleeves," "bring your issues to the table," working sessions, where workshop leaders do not "speak," but rather facilitate discussions, and hopefully solutions, in the main marketing areas that Indian gaming executives confront every day. The workshop leaders are the most knowledgeable experts in their respective marketing disciplines, with vast experience in Indian Gaming, and are given the charge from Raving to be candid, interactive and pertinent!

2:45 PM — 3:45 PM

## Workshop Session One

(see the workshop list on page 8 & 9 and choose three on your registration form)

3:45 PM — 4:00 PM

## Networking and Refueling Break

4:00 PM — 5:00 PM

## Workshop Session Two

(see the workshop list on page 8 & 9 and choose three on your registration form)

5:30 PM — 6:30 PM

## Back Of the House Tour Casino Del Sol

Make sure to pre-register for this annual attendee favorite. The team at Casino Del Sol will be showcasing their expanded hotel and conference center, and their wine and beverage programs. Their head mixologist just placed in the top 10 in a national spirit competition in Las Vegas!



7:30 PM

## Why Not? Dinner with Strangers (optional)

So many interesting folks, so little time. Why not be adventurous and share a meal and cool conversation? Enjoy the company of attendees, speakers and exhibitors. At the registration desk, there are signup sheets for three different venues. Put your name down for the venue where you would like to eat dinner. Make sure to wear your name badge, know what group you are with, and meet at the venue at the designated time. If the group doesn't fill up, that's okay. Please make sure you show up! You are responsible for your own bill. Ask the wait staff for separate checks when sitting down. Sign up by noon each day for Tuesday and Wednesday dinners. This was extremely popular last year – so we say, "Why not?"





## Wednesday, January 30

7:30 AM — 8:30 AM

### Breakfast & Exhibitor Displays

8:30 AM — 9:30 AM

### Psst...Did You Know...Online Gaming Is Here!

It's been whispered at gaming conventions and conferences. It's been a topic of conversation in every professional gaming publication and e-newsletter. Ominous warnings of "Don't get left in the dust!" have been delivered via every possible medium. And now, the "what if," "when," "how will it affect us" is NOW. Dennis Conrad interviews professionals with a variety of i-gaming experience: operations, online/offline system integration and marketing, and structuring partnerships with i-gaming vendors. They will answer his (and your) questions about online gaming: how to include it in your tribal casino marketing strategies, how it will affect your brick and mortar business, what education will be critical to your management, operations and marketing teams, and what you should be doing about it today and tomorrow.

*Moderator: Dennis Conrad, President and Chief Strategist, Raving Consulting Company*

*Panelists: James Keane, Managing Director, International Markets, Sportingbet PLC; Anshu Kalhan, Executive Director of Business Development and Frank Pracukowski, Director of Administration, Foxwoods Development Company*

9:30 AM — 9:45 AM

### Networking Break, Exhibitor Displays

9:45 AM — 10:45 AM

### STOP Department Revenue Wars!

Hotel measures heads in beds. F&B measures covers. Gaming measures coin-in and drop. Marketing is the bad guy spending all the income. The result is a constant struggle between the departments to meet their budgets. How can these three revenue-driving departments work more cohesively and cooperatively to reach the same goal ... increased business for your Native American gaming property and a healthier bottom line? Learn from marketing-focused and finance-oriented professionals, with extensive experience in tribal gaming, some of the best tactics for setting goals and allocating line-items that make every department feel successful.

*Moderator: Toby O'Brien, VP of Marketing & Client Services, Raving Consulting Company*

*Panelists: Jim Snead, Financial Gaming Consultant; Sam Askew, General Manager, Tulalip Resort & Casino; Craig Pendleton, President, National Foodservice Consulting, Inc.*





## Questions we get asked A LOT!

### *What do I wear?*

Most folks wear business casual. If you want to look spiffy, then the Welcome Reception would be a good night for first impressions. On the last evening, at the Insider Party on Wednesday, whatever you'd wear out "clubbing"; jeans are just fine too. And, just like Goldilocks experienced, the conference and breakout rooms are either too hot or too cold, so bring a cover up.

### *Do I need to prepare anything?*

Some of the workshop leaders are asking for attendees to bring materials – just check out the descriptions on page 8 & 9. You will be given a complete course book with plenty of note pages. There is wireless in the conference room for laptops, however we really encourage folks to shut down their lifeline to the outside world so you won't be distracted.

### *Are there evening activities outside of the conference hours?*

Oh yeah, we have lots going on: the Back of the House Tour (Tuesday), Dinner with a Stranger (Tuesday & Wednesday), the Insider Party (Wednesday), an Evening Casino Floor Assignment (that needs to be completed by Wednesday morning).

### *What does my conference pass include?*

Full course materials, heavy hors d'oeuvres at the Welcome Reception, breakfast and lunch on both days, afternoon snacks and beverages throughout the day. It does not cover hotel room, transportation or evening dinners.

### *Should I bring promotional items?*

Absolutely! If you have some cool branded merchandise, we will utilize them as prizes and giveaways.

### *When should I arrive and depart?*

The Welcome Reception really kicks off the entire event and it is your opportunity to get to know the presenters and fellow attendee. You'll also receive an assignment that first night. Most everyone stays for the final night party: it is a perfect way to end a invigorating two and a half days of learning. So we really encourage you to make it if your travel plans allow.

### *I have some time to sightsee. What do you recommend and do I need a car?*

There are several really cool places to see in the Tucson area, and yes, you'll need a car. Chris personally recommends the Arizona-Sonora Desert Museum, Biosphere 2, Pima Air & Space Museum, Titan Missile Museum and the Tubac Arts Community.

### *What kind of food will you be serving?*

We'll be serving breakfast, buffet style and plated lunches (chicken one day, beef the other day). If you have any special dietary needs, please email Chris ahead of time ([chris@ravingconsulting.com](mailto:chris@ravingconsulting.com)) or see her when you check in on-site.

10:45 AM — 11:00 AM

### **Networking Break, Exhibitor Displays**

11:00 AM — Noon

### **Are You Marketing Slots In The Dark?**

Casinos make their money from slots. So why do marketing departments spend many of their resources on promoting food and concerts? Why do slot vendors talk to the slot director but hardly EVER to the marketing director? When was the last time you, Mr. or Ms. Tribal Casino Marketing Manager, had a heart-to-heart with your slot department to understand how slots drive revenue? Chris Archunde, Raving's Gaming Technology and Team Building Partner, can't wait to share creative and proven ways to get marketing teams, slot departments and slot vendors working more effectively together to drive revenue.

*Presenter: Chris Archunde, Raving Partner, Technology & Marketing Operations*

Noon — 2:00 PM

### **Awards Luncheon: The Barona/VCAT Award for Excellence In Indian Gaming Marketing**

Join attendees and sponsors in honoring one very deserving Native American casino with the prestigious Barona/VCAT Award for Excellence In Indian Gaming Marketing. Established in 2007 by Raving Consulting Company, the award is named for Barona Resort and Casino, the Barona Band of Mission Indians and its consulting partner, VCAT, for their industry-leading and inspiring casino marketing efforts. The award is presented by Raving and is given to one North American Indian casino annually, according to the following criteria: superior marketing efforts leading to superior financial performance, in measurable terms; marketing excellence around the casino's key constituencies of customers, employees and communities; and effective integration of marketing with operations. Don't miss this luncheon honoring one Indian casino's marketing success, which inspires and points the way for all of us in Indian Gaming. **See page 10 for nominating your casino for this prestigious award.**





2:00 PM — 2:30 PM

## Networking Break, Exhibitor Displays

2:30 PM — 3:30 PM

## Workshop Session Three

(see the workshop list on page 8 & 9 and choose three on your registration form)

3:30 PM — 4:00 PM

## Special Networking Break – Exhibitor Prize Giveaways and Passport Winner Drawing

4:00 PM — 5:00 PM

## Tips & Tricks For Turning Huggers Into Hunters

How can you train your employees to support your marketing efforts and get them to a state of “ABS” (*Always Be Selling*)? What are the most effective techniques to create a sales force that sells, up-sells and cross-sells everything your casino has to offer? Steve Browne brings solutions, gleaned

from over a decade of player development and guest service training in tribal casinos across North America, which can be used to involve not only hosts, but all your frontline staff, in adding a sales element to your customer service efforts.

*Presenter: Steve Browne, President, Raving Service*

6:15 PM

## Why Not? Dinner with Strangers

(optional, sign up at the registration desk by noon)

7:30 PM — 9:30 PM

## Raving Insider Party

Raving's Insider parties are notorious for their networking opportunities. Here's one of the best chances you'll get to make some new friends, create memories and build some powerful and beneficial new relationships among your peers. Make sure to sign up if you will be attending. Cocktails begin at 7:30 PM. This is cocktails only, so make sure you eat before you arrive.

**\*NEW FOR 2013!**

## ONE ON ONE EXPERT SESSIONS

*This is your opportunity to spend 30 minutes with our key experts and pick their brains, have your material evaluated, or learn a special formula that would make your life so much easier.*

*This is an additional fee of \$79 to your registration (see registration page). Appointments are extremely limited, and will take place before or after regular session hours.*

### Nicole Barker — Getting to the Point

Are you ready for a roll-up-your-sleeves analysis of your Points Program? Bring this info about your Club: How much coin-in equals one point? How many redeemed points equals \$1 in value? What can players do with their points? With laptop on the table and excel spreadsheets at the ready, Nicole will test drive your back of the house decision-making to see if it has front of the house chops. Is your Points Program competitive? Does it give value to the player? Is it sustainable?

### Chris Archunde — Invaluable Casino Tracking Tools

Are you nervous about “technology speak,” “IT lingo,” and the roadblocks and logjams of your automated casino tracking system? Meet with Chris and get straight answers, in a language you are comfortable with. You will come away with clear answers and effective solutions.

### Toby O'Brien — Promotions Booster Shot

Bring the details of an existing promotion that can use some Rx, or one you're dreaming about but haven't tried, and Toby will brainstorm with you to add on-floor excitement, interaction with your players, involvement of your employees, and something special for your community. A 3-track promo booster in 30 minutes for a healthier and wealthier outcome.

### Steve Browne — A Solution to Even the Toughest Service Issues

Bring your guest service or player development challenge, issue, idea, or concern and Steve will provide an intensive one-on-one brainstorm session. You will leave with recommendations from the guy who wrote the book *Gambling and Service*.

### Tami Jones — Will This Get Delivered and Opened?

Bring samples of some of your existing mail pieces or a project you have been noodling on, with details of the purpose of the mailer, and get some tips on how to make it more cost effective regarding actual physical design or format to function and increase your redemption rate.

### Gary Galonek — Build a Rewards Storefront Right at Your Property

Not enough space to dedicate to a rewards store ... where there is a will there is a way! Utilize online solutions and web services for seamless, cost effective interactions, and let your players do the shopping!



# SMALL GROUP WORKSHOPS

## Choose three!

Besides the general sessions listed above that are in the main classroom, you will have the opportunity to choose three out of the six small group workshops below, which will take place in smaller breakout rooms. Make sure to sign up for them when you register. When you arrive at the conference, we will let you know what room and what time you need to be there, so it is important that you pre-register as we like to keep the groups small. Some workshop leaders ask for you to come prepared with materials.

### ❑ Workshop 1: Building Player “Choice” Into Your Rewards Program

*Workshop Leader: Gary Galonek, Raving Project Partner & Principal, All Star Incentive Marketing*

Need more options for redeeming points and creating loyalty for your club? No room at your space-starved tribal property to store prizes and giveaways? Why do you need “stuff” when players want cash and free play? Can technology enhance your rewards? Gary Galonek, Raving’s Partner for Incentive Marketing and Loyalty Fulfillment, will lead you through the creation of a quarterly mix of rewards that are sure to excite your players and drive business.



### ❑ Workshop 2: Fifty Shades of Fun

*Workshop Leader: Toby O'Brien, VP of Marketing & Client Services, Raving Consulting Company*

This workshop will provide a forum for participants to share the best ideas they’ve ever implemented for creating fun on their casino floors.

From interactive promotions, to special events, giveaways, and gift earning opportunities, to mascots and celebrity visits, you’ll take home a list of at least fifty fascinating concepts you can steal. And, if the group can’t come up with fifty, Toby’s got a huge selection to ramp up the mix!



### ❑ Workshop 3: Cut Costs, Rev Up Revenue: Direct Mail to the Max!

*Workshop Leaders: Nicole Barker, Raving Partner, Database and Loyalty Marketing & Tami Jones, Raving Partner & Senior Account Executive, CSG Direct Mail*

Are you sure you’re getting the most out of your direct mail programs? The investigative team of Nicole Barker and Tami Jones uncover opportunities for you to maximize your results. Bring a sample of a monthly loyalty mailing from your tribal casino (with coupon offers) and a report showing your expenses and income. They’ll show you what to look for to save money, increase response rates and grow revenue.



“The 2012 Indian Gaming Conference rejuvenated me and my team! The Raving professionals know their stuff and transform this vast knowledge into passion for the industry I love so dearly. The break-out sessions were relevant, the speakers compelling, and the networking opportunities the best. Great conference, great people!”

*Pam Shaw, General Manager,  
Southwind Kew Nation Casino*



#### □ Workshop 4: Service Recognition: Keeping It Fresh

*Workshop Leader: Steve Browne, President, Raving Service*

Casinos who have guest service recognition programs for their employees are often challenged to keep the program from becoming stale and invisible. During this session, participants will create a guidebook of tactics for reinventing the wheel, keeping motivation alive for staff, and coming up with new and creative ways to reward service stars and dedicated participants at your tribal property.



#### □ Workshop 6: Internet Gaming LIVE!

*Workshop Leader: Rob Gallo, President, Peak Marketing*

Everyone's been talking about it, but what does Internet gaming really look like and how does it work? Join Rob Gallo, Internet gaming expert, who will demonstrate in *real time*, what's happening in the online gaming world. Explore websites, affiliates, links, and gaming activity while you ask all those questions you've had churning around in your mind. And yes, expect some answers that will make you more Internet gaming savvy.



#### □ Workshop 5: Defining Your Brand

*Workshop Leader: Chris Archunde, Raving Partner, Technology & Marketing Operations*

When was the last time you and your management team sat down and looked critically at your property: casino, hotel, food and beverage venues, entertainment offerings, players club, and put all the pieces together to come up with who you really are? In this workshop, Chris Archunde will introduce an assortment of "mythical" Native American casinos (defining size, location, amenities, market, customer demographics) and, working in groups, you'll use handy templates to come up with a branding strategy. Take home a tool you can use with your team as soon as you get home.



"Attending the Raving Indian Gaming Conference gives us the opportunity to get a 'more universal perspective' of what works for Tribal gaming facilities. The programs introduce concepts that can be adapted cost effectively to our smaller casino and enhance our guest experience. You get your 'bang for your buck' at the Raving Indian Gaming Conference."

*Jean Yuen, General Manager, 7th Street Casino*





## CALL FOR ENTRIES!

### The Barona/VCAT Award for Excellence In Indian Gaming Marketing

The award recognizes tribal casinos that have shown excellence in marketing – based on an organization's total body of work, not a singular year of performance or one specific promotion. The process begins with a self-nomination process. It's open to all Class II and Class III tribal casinos that have shown excellence in marketing by: linking superior marketing efforts to superior financial performance; building marketing excellence around key constituencies of customers, employees and communities; and integrating marketing effectively throughout their entire casino operation.

All submissions, which are in essay format, are due by December 5, 2012. Applicants will be notified no later than December 27, 2012. All nominees are invited to attend a special luncheon during Raving's 15th Indian Gaming National Marketing Conference at Casino Del Sol, Tucson, AZ. The winner will receive three full conference passes to the entire conference and will be recognized with a special presentation at the luncheon.

To submit your nomination for the 2013 Barona/VCAT Award for Excellence In Indian Gaming Marketing, please fill out the nomination form at [www.ravingconsulting.com/indian-gaming](http://www.ravingconsulting.com/indian-gaming) or email [chris@ravingconsulting.com](mailto:chris@ravingconsulting.com) for more information. This must be included with your essay and any support materials.



# REGISTRATION

JANUARY 28 - JANUARY 30, 2013  
Casino Del Sol, Tucson, AZ



To qualify for Group or Corporate rates, all registrations must arrive together. If you need to register more than one attendee, please photocopy this form and submit as a group.

REGISTER ONLINE AT [WWW.RAVINGCONSULTING.COM/INDIAN-GAMING](http://WWW.RAVINGCONSULTING.COM/INDIAN-GAMING) | REGISTER BY FAX: 775-329-4947 | CALL IN YOUR REGISTRATION: 775-329-7864  
REGISTER BY MAIL: RAVING CONSULTING COMPANY, 475 HILL STREET, SUITE G, RENO, NV 89501

Attendee Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Extension: \_\_\_\_\_ Fax: \_\_\_\_\_

## SEND CONFIRMATION TO (IF DIFFERENT THAN ABOVE)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

How did you hear about this conference: ☐ Email ☐ Mailing ☐ Other \_\_\_\_\_

## REGISTRATION FEES PER PERSON

	ON OR BEFORE JAN 7	AFTER JAN 7	QUANTITY	TOTAL
Single Conference Registration Rate	\$1099	\$1199		
Group Rate (Four or more from same company)	\$899	\$999		
One On One Expert Sessions (select your expert)	\$79			
Promotion or Special Discount Code _____				
If registering more than one person, photocopy this form and use multiple sheets.			<b>GRAND TOTAL</b>	

### SELECT THREE OF OUR WORKSHOPS

- ☐ 1: Building Player "Choice" Into Your Rewards Program  
☐ 2: Fifty Shades of Fun  
☐ 3: Cut Costs, Rev Up Revenue: Direct Mail to the Max!  
☐ 4: Service Recognition: Keeping It Fresh

☐ 5: Defining Your Brand

☐ 6: Internet Gaming LIVE!

### SPECIAL EVENTS

- ☐ Please sign me up for the Back of the House Tour  
☐ Yes, I'll be staying for the Insider Party on Wednesday evening.

## PAYMENT

☐ Bill Me – PO # \_\_\_\_\_ ☐ Check # \_\_\_\_\_ ☐ Credit Card – VISA / MC

Card Number \_\_\_\_\_

EXP \_\_\_\_\_ 3 digit security code \_\_\_\_\_

Name on Card \_\_\_\_\_ Zip Code \_\_\_\_\_

Mailing Address (if different than above) \_\_\_\_\_

PLEASE SUBMIT PAYMENT INFORMATION TO:

**Raving Consulting Company**  
475 Hill Street, Suite G, Reno, NV 89501  
[thebest@ravingconsulting.com](mailto:thebest@ravingconsulting.com)  
(775) 329-7864 Fax: (775) 329-4947

Need more information? Contact us at [conferences@ravingconsulting.com](mailto:conferences@ravingconsulting.com), 775-329-7864, or fax us at 775-329-4947. As soon as we receive your registration form, you will receive a confirmation via email and US post. Cancellations must be received in writing no later than 14 days in advance of the event and are subject to a \$100 processing fee. Less than 14 days – registration fees are nonrefundable, but may be transferred to another individual in the same company.



# Raving

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"Last year's Indian Gaming Marketing Conference was a great experience for me. I was about halfway through my first year in gaming, feeling a little overwhelmed with about a million unanswered questions. The presenters during the workshops couldn't have been better. I left the conference feeling confident, rejuvenated and eager to get home and back to business!"

*Sarah Clinton, Player Development  
Manager, First Council Casino and Hotel*