

# Emerging Leaders of Gaming Webinar Series

Emerging Gaming Technologies and  
the Gamification of Casino Properties:  
*Creating a More Engaging Gaming Environment*

**Please stand by**

**Webinar will begin at 2:00 p.m. EDT**

Presented by:



# Brief Technical Overview



Marie Casias

Manager, Marketing & Administration

*The Innovation Group*

Need Help?  
Call 877-582-7011

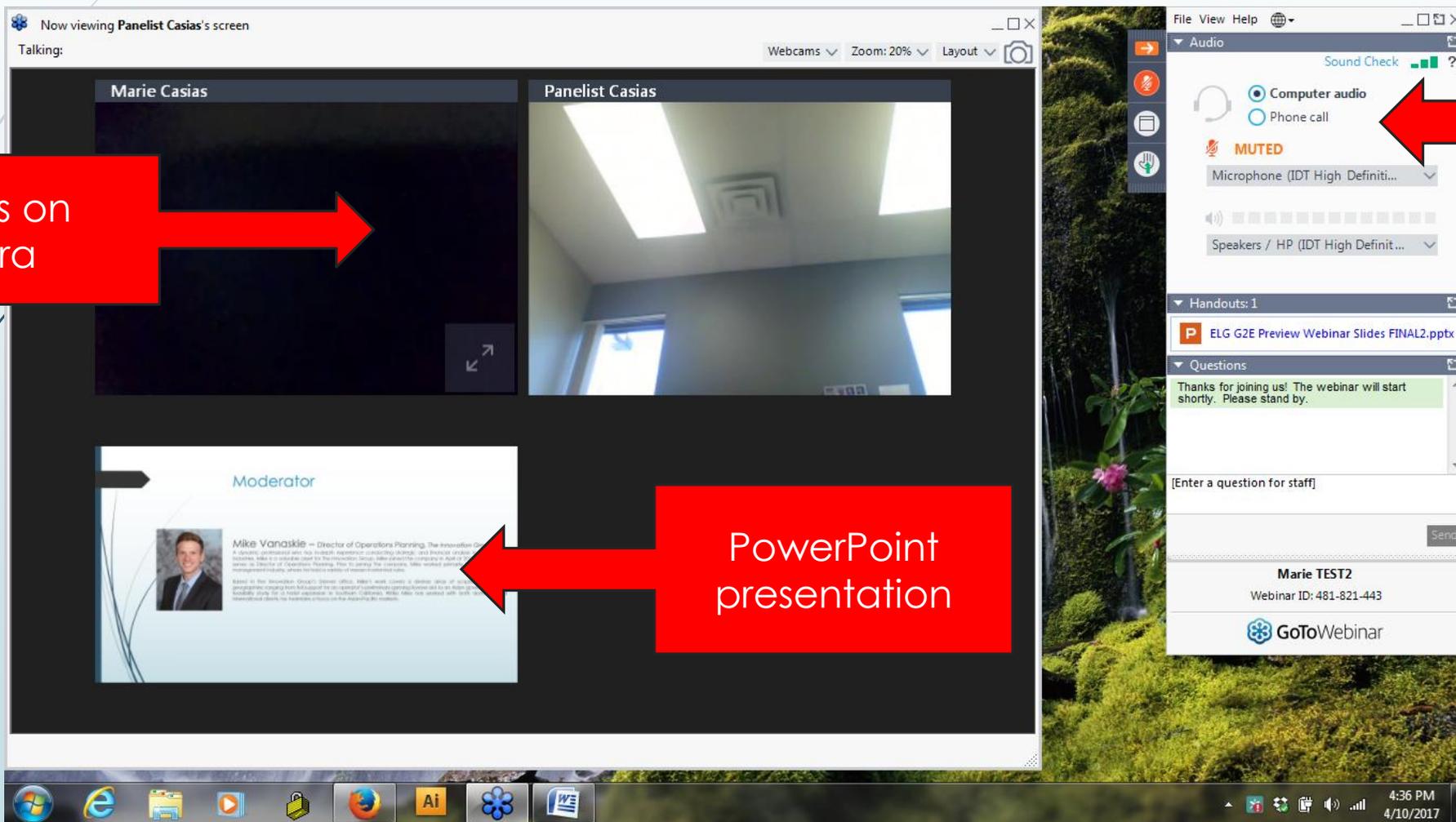
# Windows & Control Panel

- Once we are broadcasting, your screen should show the panelists' camera windows and a PowerPoint presentation window, as well as the control panel on the right.

panelists on camera

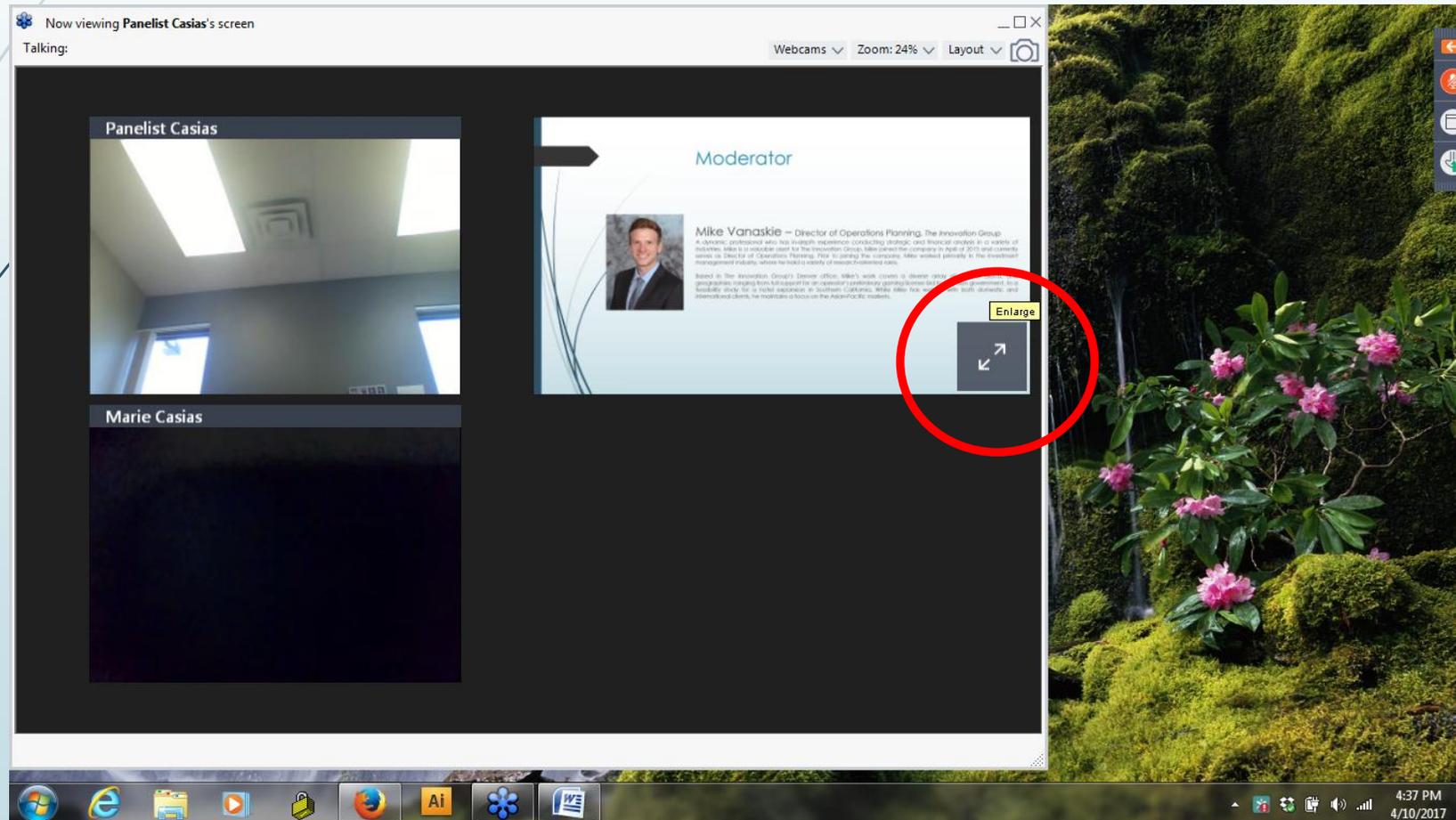
PowerPoint presentation

control panel



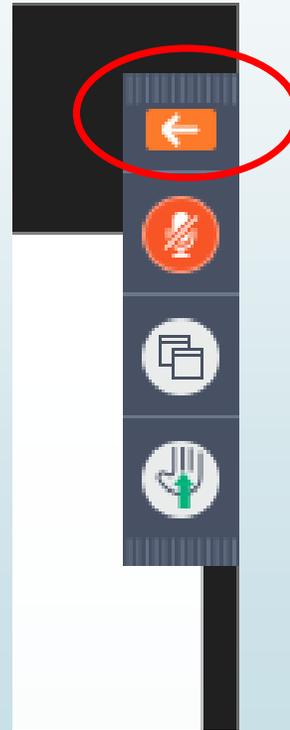
# Expanding Windows to Full-Screen

- Hover over the bottom right corner of any window and you'll see the "enlarge" option with two pointing arrows. Click on that, and you'll go to full-screen for that window. To get out of full-screen, hit ESC or the double arrows again.



# Minimize/Maximize Control Panel

- ▶ Your control panel starts in an automatically maximized setup but you can minimize it by clicking the orange arrow at the top.



# Ask a Question

- ▶ We will reserve 10 minutes at the end of the webinar to field questions. Please make sure your control panel is maximized and type yours into the "Questions" field towards the bottom, then hit SEND.

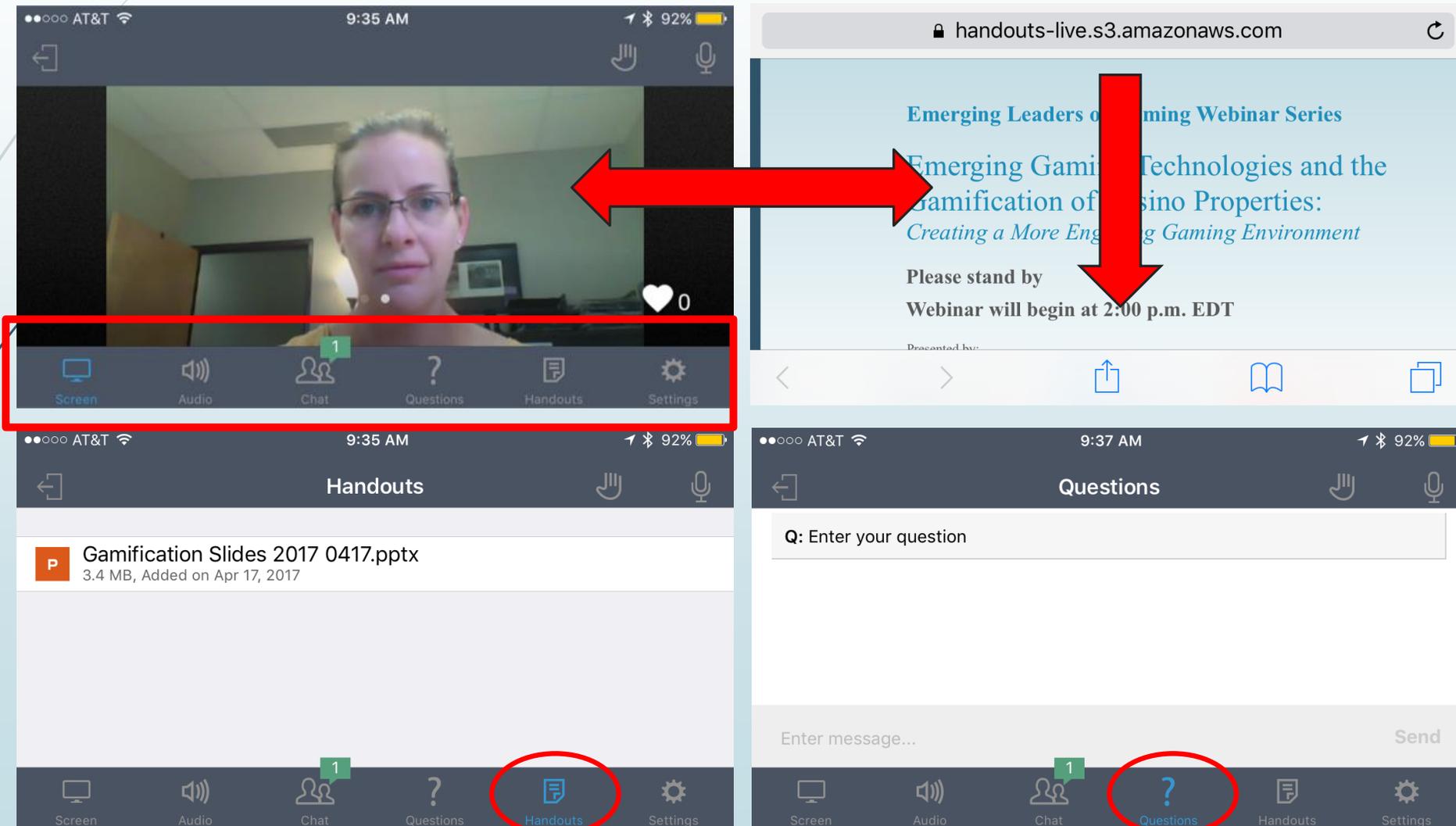
The screenshot displays a webinar control panel with the following elements:

- Audio:** Includes a "Sound Check" indicator, radio buttons for "Computer audio" (selected) and "Phone call", a "MUTED" status with a microphone icon, a dropdown menu for "Microphone (IDT High Definiti...", a volume slider, and a dropdown menu for "Speakers / HP (IDT High Definit...".
- Handouts: 1:** Shows a presentation icon and the file name "ELG-G2E Preview Webinar Slides FINAL2.pptx".
- Questions:** A section highlighted with a red border containing a green message: "Thanks for joining us! The webinar will start shortly. Please stand by." Below this is a text input field with the placeholder "Type your question here and hit 'send'." and a "Send" button.
- User Information:** Displays the name "Marie TEST2" and "Webinar ID: 481-821-443".
- Logo:** The "GoToWebinar" logo is located at the bottom.

Need Help?  
Call 877-582-7011

# Attending via Mobile Phone?

- Your menus are at the bottom. Toggle between cameras and the presentation ("handout") by swiping left & right. Continue through the presentation by swiping down. Although you won't be able to see our live presentation, you can follow along at your own speed in the "handouts" section.



# Frequently Asked Questions

- **Technical Issues?** Call Customer Service at 877-582-7011 (or internationally, +1 805-617-7370)
- A recording of the webinar will be provided within a few weeks of it, and available on our [Emerging Leaders page](#).

# Moderator



## Mike Vanaskie, Director, Operations Planning

*The Innovation Group*

A dynamic professional who has in-depth experience conducting strategic and financial analysis in a variety of industries, Mike is a valuable asset for The Innovation Group. Mike joined the company in April of 2015 and currently serves as Director of Operations Planning. Prior to joining the company, Mike worked primarily in the investment management industry, where he held a variety of research-oriented roles.

Based in The Innovation Group's Denver office, Mike's work covers a diverse array of scopes, clients, and geographies; ranging from full support for an operator's preliminary gaming license bid to an Asian government, to a feasibility study for a hotel expansion in Southern California. While Mike has worked with both domestic and international clients, he maintains a focus on the Asian-Pacific markets.

# Panelists

## Aron Ezra – Chief Executive Officer, *OfferCraft*



Aron Ezra is CEO of OfferCraft, an award-winning software company that helps organizations around the world to make their businesses more fun -- and thus more effective and profitable. He was previously the CEO of MacroView Labs, a San Francisco-based mobile software startup that served the hospitality, travel, event, retail and entertainment markets. MacroView was acquired in 2011 by Bally Technologies, one of the world's largest casino technology companies.

Aron then spent three years leading Bally's global interactive initiatives. Additional past highlights include serving as a Senior Vice President at Hill & Knowlton, a top PR agency, and as a director at The Advisory Board Company, a large research and consulting firm. Aron has given more than 800 presentations on technology and marketing issues at conferences around the world. Seven Magazine named him one of the Most Intriguing People in Las Vegas, the Las Vegas Business Press named him one of the Top 10 Rising Business Leaders in the city, and The Innovation Group named him one of the 2016 Top 6 Emerging Gaming Leaders. He advises several tech startups and graduated with honors from Princeton University.

## Marcus Yoder – VP, Business Development Regulated Markets, *Gamblit Gaming*



Marcus Yoder is a 20-year technology executive, responsible for opening new markets for Gamblit by working with licensed casino operators, regulators, industry groups and approved casino OEMs.

Marcus comes to Gamblit after providing advisory services to casino operators on how best to take advantage of online gaming. Prior to this, Marcus was the Executive Director of Business Development for International Game Technology (IGT). Marcus was responsible for the expansion of the IGT Interactive offering throughout the Americas, including Canada, New Jersey, and Mexico, and he was responsible for driving the IGT DoubleDown Casino Partner Program.

Marcus received his BA in German and International Business from the University of Tennessee, Knoxville, and his International MBA from the University of Chicago Booth School of Business.



# Panelist Questions



How do you define “gamification?”

How does this topic relate to the gaming industry?

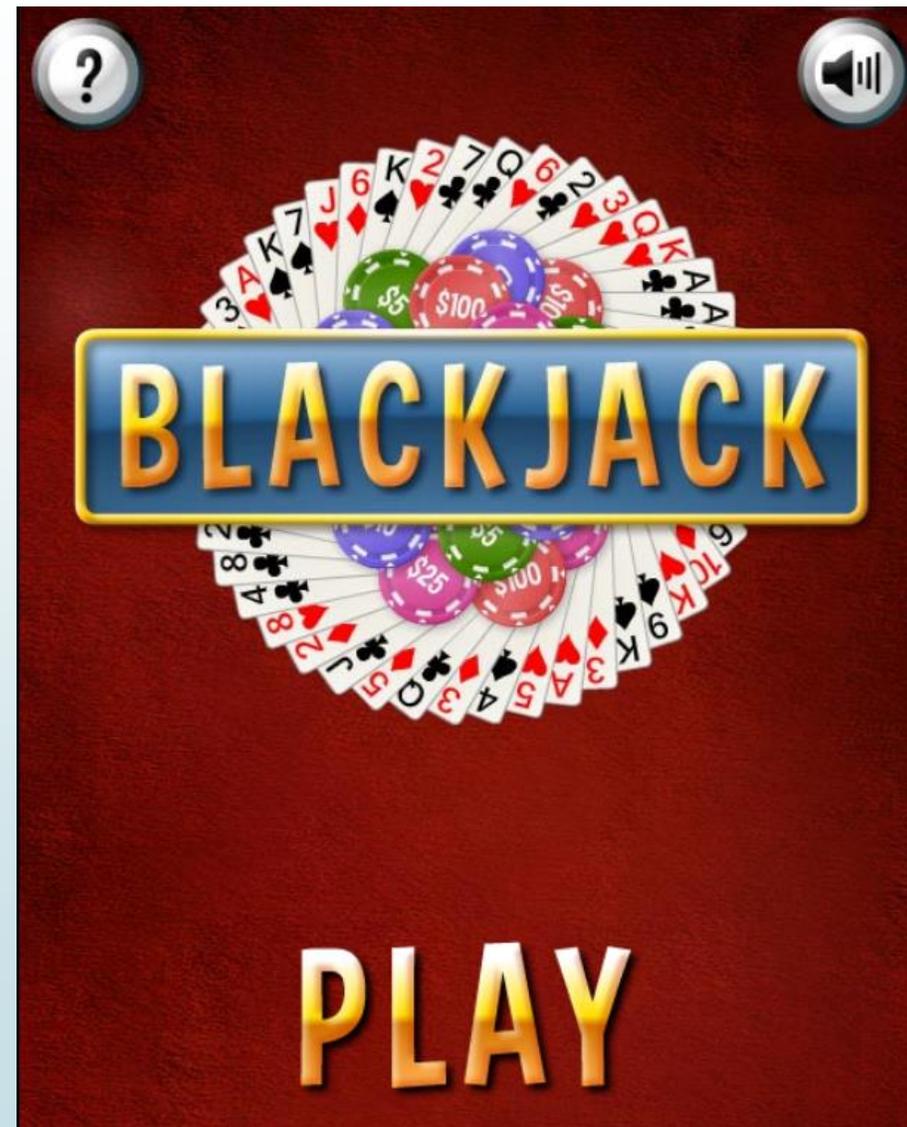


How does gamification provide a revenue opportunity for the industry?

# How does gamification provide a revenue opportunity for the industry?

Please check the Chat window for a link to this sample game. This option will not work for mobile users, but here is the link if you want to play later:

<https://c.reward-access.com/?aToken=AAiF6o#/game>





## How are new gaming technologies providing a different gaming experience to gamers?

Please stand by to watch a brief video which will be muted for those attending via mobile phone, but here is the link if you want to watch it later:

<https://www.youtube.com/watch?v=vxDoRoZ6Ulk>



How do you “gamblify” existing mobile and PC games?



How do you see skill-based games evolving in the future?



What are the biggest obstacles to creating a more “gamified” environment in an industry that is already centered around a gaming experience?

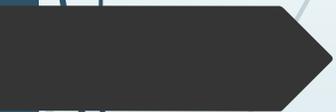


What opportunities does gamification provide outside of incremental revenue opportunities?



What are your thoughts on the evolution  
of gaming floors and gaming properties?

What will they look like in 5 years? 10 years?



# Audience Q&A

Please take our survey  
after this webinar.

Also, visit our website to  
join our mailing list and to  
follow us on social media!

[theinnovationgroup.com](http://theinnovationgroup.com)

**THE INNOVATION GROUP**

EMERGING LEADERS SERVICES CLIENTS PROJECTS RESOURCES & NEWS INNOVATION ANALYTICS CONTACT

FROM VISION TO FRUITION

### ABOUT OUR NATIVE AMERICAN INTERNSHIP PROGRAM

CONSIDER THE MOST SUCCESSFUL GAMING AND ENTERTAINMENT DESTINATIONS IN THE WORLD.

Ever wonder how they got that way?

Every destination starts the same way. With an idea. A grand, thrilling, sometimes, dizzying vision of what this development could become. And that vision is only step one. The Innovation Group collaborates with clients to navigate the long, complex and often tricky road from vision to fruition.

Accuracy. Advocacy. Strategy. Success.

We specialize in all things leisure and gaming, all over the world and the web. We provide the insight that drives intelligent decisions. We develop the strategies that lead to enduring success. We help create and operate destinations that surpass the dreams that started them all.

- Market Analysis & Feasibility
- Financial Analysis
- Strategic Business Planning
- Marketing & Operations Analysis
- Economic, Social & Community Impact
- Legislative & Legal Services
- iGaming & Emerging Technologies
- Tribal Services & Diversification Strategies
- Site Analysis & Project Development
- Finance & Investment Banking
- Data Analysis

Denver 303.798.7711 Orlando 407.202.6648 New Orleans 504.523.0888

[info@theinnovationgroup.com](mailto:info@theinnovationgroup.com)  
copyright 2017 | [privacy policy](#) | [media kit](#) | [mailing list registration](#)

Stay Connected

[f](#) [in](#) [t](#)



# Contact Us

- ▶ **Mike Vanaskie, The Innovation Group** (moderator): 303-962-8051, [mvanaskie@theinnovationgroup.com](mailto:mvanaskie@theinnovationgroup.com), [www.theinnovationgroup.com](http://www.theinnovationgroup.com)
- ▶ **Marie Casias, The Innovation Group** (logistics): [mcasias@theinnovationgroup.com](mailto:mcasias@theinnovationgroup.com), [www.theinnovationgroup.com](http://www.theinnovationgroup.com)
- ▶ **Aron Ezra, OfferCraft** (panelist): 310-403-3083, [aezra@offercraft.com](mailto:aezra@offercraft.com), [www.offercraft.com](http://www.offercraft.com)
- ▶ **Marcus Yoder, Gamblit Gaming** (panelist): Marcus Yoder, 415-710-1381, [marcus.yoder@gamblitgaming.com](mailto:marcus.yoder@gamblitgaming.com), [www.gamblitgaming.com](http://www.gamblitgaming.com)

# Video of this Webinar

- ▶ Visit the [Emerging Leaders of Gaming page](#) for video of this webinar as well as others.
- ▶ [Join our mailing list!](#)



EMERGING  
LEADERS  
OF GAMING

FOLLOW US ON SOCIAL MEDIA

