Emerging Leaders of Gaming Webinar Series

Comprehensive Online Strategies for Casinos - Taking Control

Please stand by.
Webinar will begin at 1:00 p.m. ET

Presented by:
Brief Technical Overview

Marie Casias
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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.
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.
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.

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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](#).
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.
Jason “Wolf” Rosenberg
CEO & Founder, American iGaming Solutions

Jason has 17 years of online gaming industry experience and has provided expertise and strategic solutions to over 50 gaming operations in the Caribbean, United States, and Europe. In addition to operational consulting, He has provided expert market and operations-led insights to help bridge the gap between land-based casino operators, regulatory commissions and gaming industry service providers across the world.

Jason specializes in vendor selection, next generation technology, product launch strategy, operational strategy, day-to-day marketing and operations, as well as customized player acquisition, conversion, and retention programs. He has developed and presented key content for leading industry conferences and publications.

Jason attended the University of Minnesota - Twin Cities and majored in Genetics and Cell Biology. In his spare time, he has been of service at Wolf Mountain Sanctuary, a non-profit Native American owned animal rescue since 2000.

Itsik Akiva
Online Gaming & Marketing Consultant, American iGaming Solutions

iGaming expert with 14 years of experience devising and executing marketing and product strategies for gambling and gaming companies in regulated and emerging markets. Itsik has helped pure online operators (real money, social, DFS and skill gaming), as well as land-based and non-gaming operators looking to expand into online and social gaming.

Process driven with a hands-on approach, Itsik has leveraged his expertise in digital and traditional marketing, product strategy, customer acquisition, and business development to successfully bring to market and operate multiple online properties in the US, Europe, and Asia.

In addition to consultancy projects, Itsik holds training and educational workshops, speaks regularly at gaming conferences and contributes to industry publications.
Panelist Questions
Why should you consider expanding your land-based operation online?
What are the options to go online?
Is there a recommended process to follow?
What are the best practices for operations and marketing?
What are the most common challenges in taking your operation online, and how to overcome them?
Audience Q&A
Please take our survey after this webinar.

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Video of this Webinar

- Visit the Emerging Leaders of Gaming page for video of this webinar as well as others.
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