

# Emerging Leaders of Gaming Webinar Series

## Evolution of Non-Gaming Amenities

Please Stand by

Webinar will begin at 1:00PM EDT

Presented by:



# Brief Technical Overview



Marie Casias

Manager, Marketing & Administration

*The Innovation Group*

[mcasias@theinnovationgroup.com](mailto:mcasias@theinnovationgroup.com)

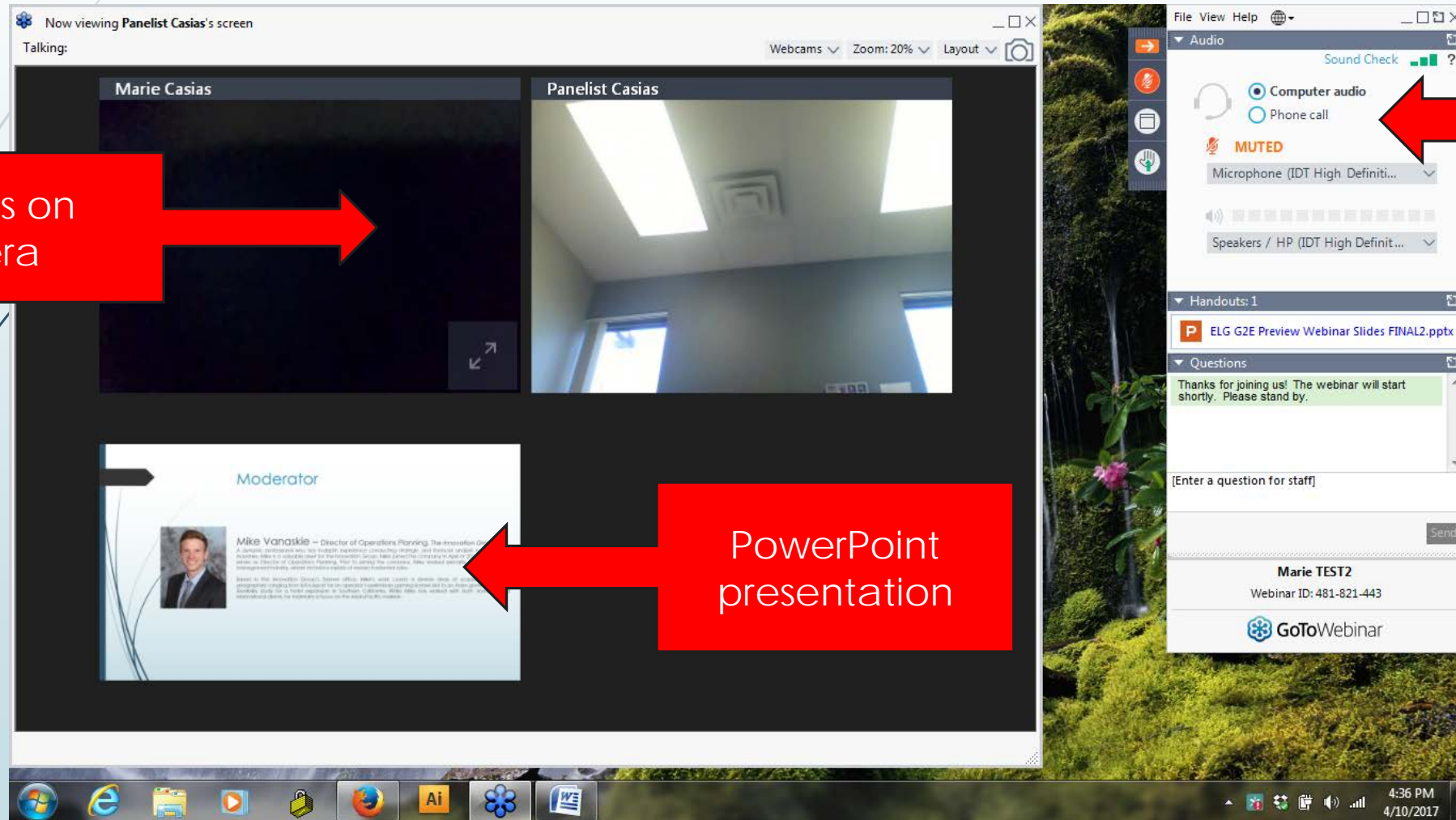
# Windows & Control Panel

- 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

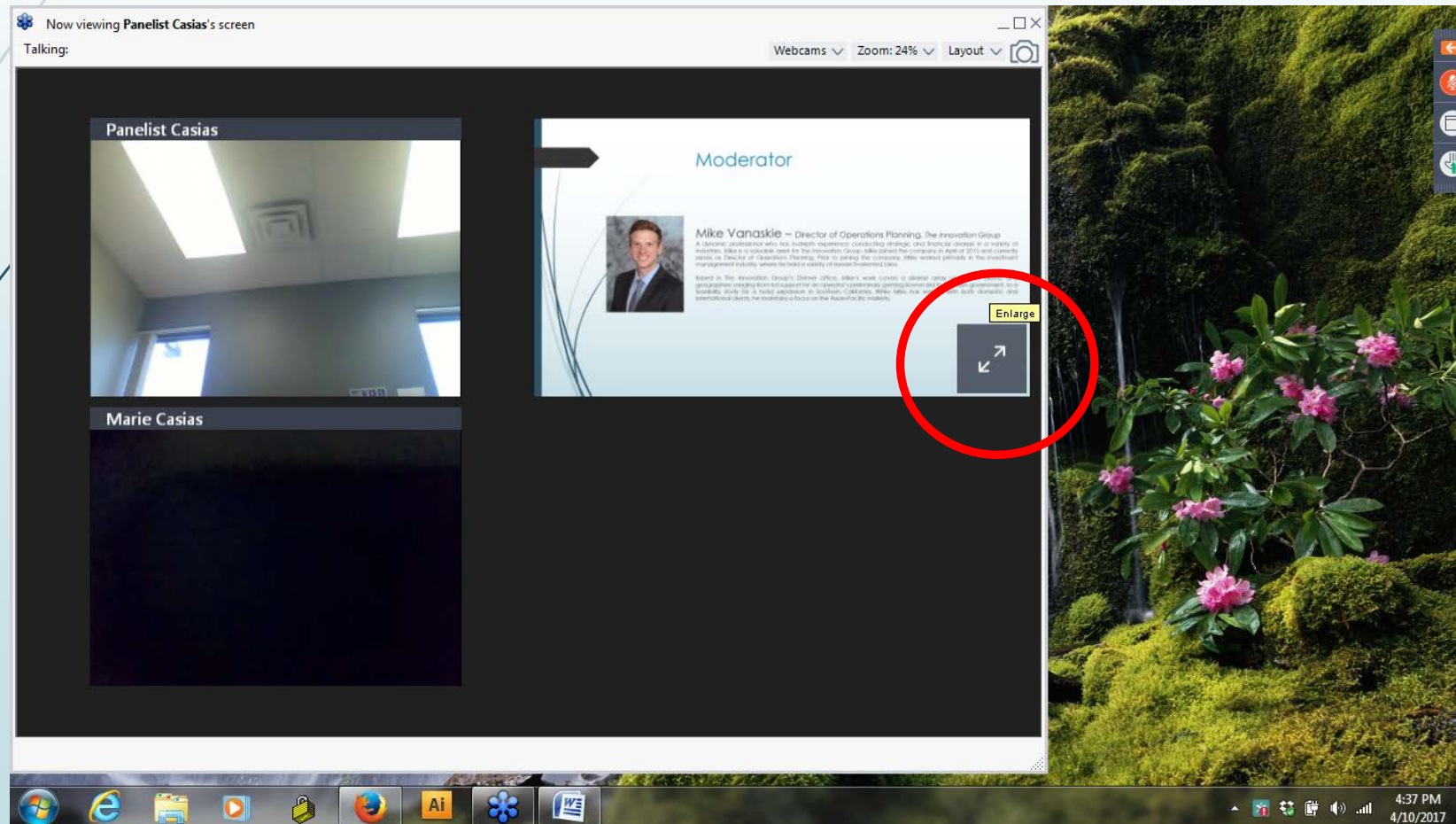
PowerPoint presentation

control panel



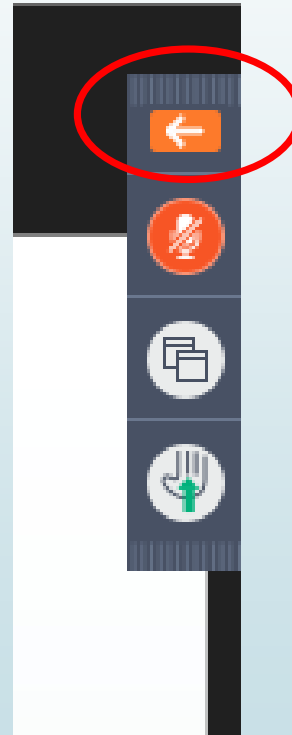
# Expanding Windows to Full-Screen

- 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

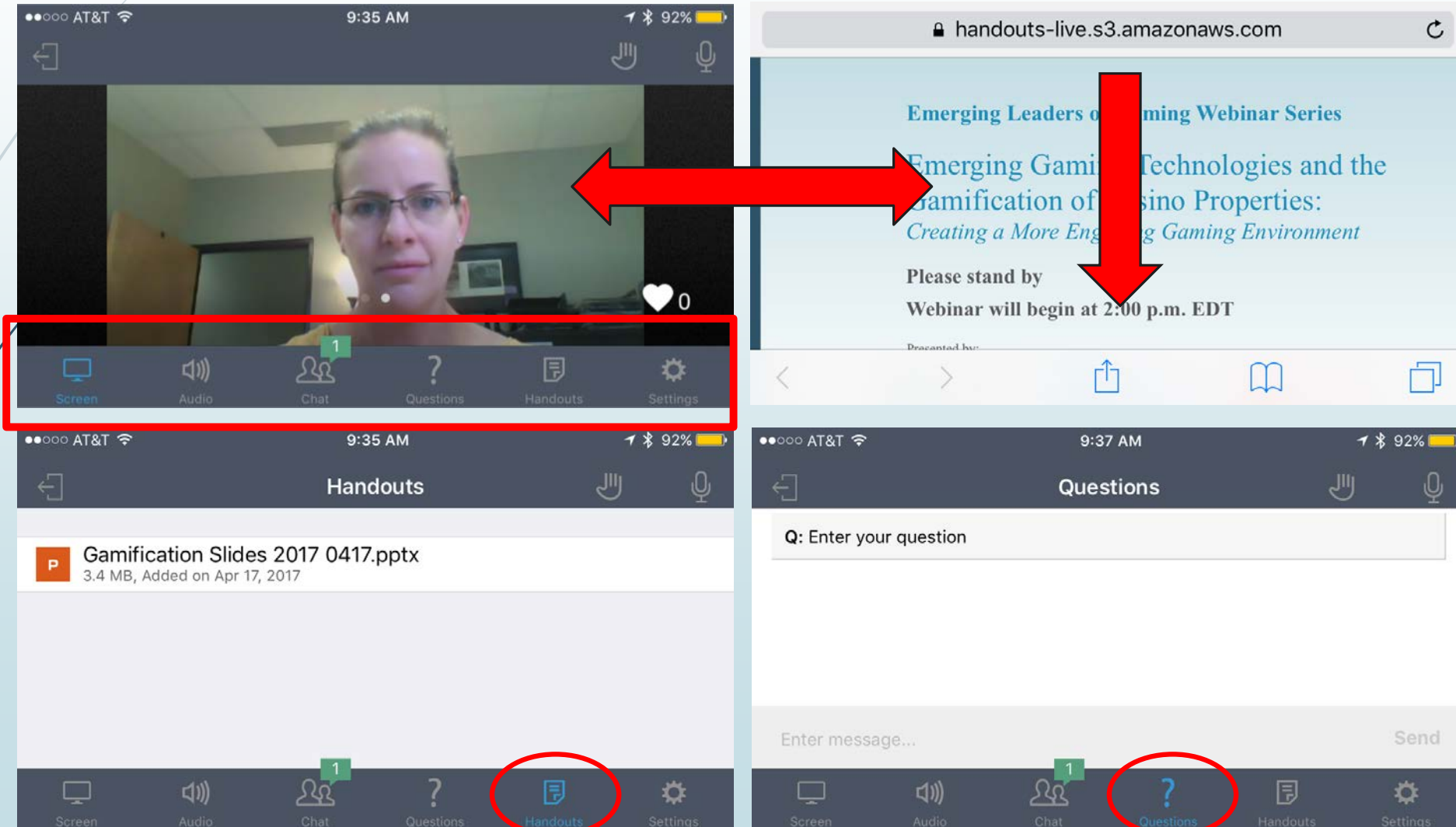
- ▶ We will reserve 10 minutes at the end of the webinar to field questions. Please make sure your control panel is maximized and type yours into the "Questions" field towards the bottom, then hit SEND.

The screenshot displays the GoToWebinar control panel interface. At the top, there is a menu bar with 'File View Help' and a globe icon. Below this, the 'Audio' section is visible, showing 'Computer audio' selected and 'Phone call' unselected. A microphone icon is labeled 'MUTED'. Below the microphone, there is a dropdown menu for 'Microphone (IDT High Definiti...' and a volume slider. The 'Speakers / HP (IDT High Definit...' dropdown is also visible. Below the audio section, there is a 'Handouts: 1' section with a document icon and a file named 'ELG-G2E Preview Webinar Slides FINAL2.pptx'. The 'Questions' section is highlighted with a red box and contains a green message: 'Thanks for joining us! The webinar will start shortly. Please stand by.' Below this message is a text input field with the placeholder text 'Type your question here and hit "send".' and a 'Send' button. At the bottom of the control panel, the user's name 'Marie TEST2' and 'Webinar ID: 481-821-443' are displayed, along with the GoToWebinar logo.

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



Tom Zitt, Ph.D.

Executive Vice President, Strategic Planning

*The Innovation Group*

[tzitt@theinnovationgroup.com](mailto:tzitt@theinnovationgroup.com)

Since joining The Innovation Group in 1997, Tom has excelled at market analytics and high-level strategic planning, earning with his reports a reputation for accuracy and reliability unsurpassed in the gaming industry.

Tom lives in New Orleans but directs training, modeling, and quality control for all of the company's offices. The depth of his analysis provides tribes, developers, and government bodies with the confidence that their decisions are being made on sound economic foundations, and the methodological soundness and comprehensiveness of his expert witness reports have been critical in his clients' success in a number of legal proceedings.

Tom has assessed the economic, social, and fiscal impacts of gaming in numerous developing jurisdictions throughout the country, and has international experience extending from the United Kingdom to South Korea.

# Panelists

## Tom Wucherer – Principal, YWS Design & Architecture



As a founding partner of YWS, Tom's knowledge and influence is evident across the organization and in each of its projects. His leadership has been instrumental in positioning YWS as an industry-defining player in leisure design. Tom has also been a driving force behind the globalization of the YWS practice — his recognition of market opportunities led to the firm's global expansion in 2009.

Prior to establishing YWS in 2001, Tom worked 13 years for a Las Vegas-based design-build firm, where he was VP of Architecture and IT. His contributions included the design and plan implementation for several world-renowned premier hospitality properties, including the Bellagio and Treasure Island in Las Vegas.

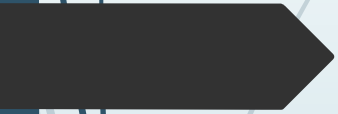
Tom graduated magna cum laude with a Master of Architecture degree, specializing in information technology, from California Polytechnic State University. He is also a former key member of the Tririga software team and the holder of several patents.

## Joe Scibetta – VP, Development & Operations, *Rush Street Gaming*



Joe Scibetta joined Rush Street in 2009 and is currently its Vice President of Development & Operations. Since joining Rush Street Gaming, Joe has been a principal member of the Development team that designed and built casinos in Pennsylvania, Illinois and New York gaming markets. Joe worked with world-class design teams to create best in class gaming and non-gaming amenities. Joe began his career in Las Vegas in 1996, spending the majority of his career with Harrah's Entertainment.


During his 20-year career, Joe has worked in multiple jurisdictions including Chicago, San Diego, Pittsburgh, Philadelphia, Upstate New York and Las Vegas. He has extensive operational experience having worked in table games, food and beverage, slots and casino marketing. Joe also held the position of Director of Customer Service at three Harrah's Entertainment properties. Along with supporting Rush Street Gaming's affiliated properties with day-to-day operations, his role includes design development, construction and community relations for new projects.



# Panelist Questions



How have non-gaming amenities evolved throughout the history of domestic gaming?



How do you determine which amenities are appropriate for different market areas?



How long does it take for non-gaming trends to move from destination markets to regional or local markets, if ever?



What are some of the most unique and interesting amenity trends within the industry today?




How do amenities encourage increased gaming spend from property visitors?





Do amenities impact customer loyalty and, if so, how?

Does this differ by socioeconomic status (age, gender, income, etc.)?




How can amenities be used to attract new gaming customers?



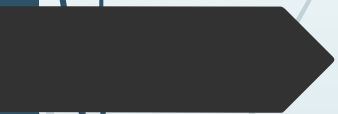
How important is the positioning of amenities within the overall development footprint for creating synergistic customer effects?



How does security differ for amenities versus the gaming floor?



How do you see amenities changing over the next 5 to 10 years and beyond?



# 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 screenshot shows the website for The Innovation Group. At the top left is the logo, and to its right is a navigation menu with links for ABOUT, EMERGING LEADERS, SERVICES, CLIENTS, PROJECTS, RESOURCES & NEWS, INNOVATION ANALYTICS, and CONTACT. Below the navigation is a large hero image of modern skyscrapers at night with the text "FROM VISION TO FRUITION". Underneath the hero image is a section titled "ABOUT OUR NATIVE AMERICAN INTERNSHIP PROGRAM" with the subtext "CONSIDER THE MOST SUCCESSFUL GAMING AND ENTERTAINMENT DESTINATIONS IN THE WORLD." Below this is a paragraph starting with "Ever wonder how they got that way?" and another paragraph starting with "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." Below the text is a horizontal line with the words "Accuracy. Advocacy. Strategy. Success." underneath. Another paragraph follows: "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." Below this is a large image of a modern building at night with several white hexagonal callouts containing service names: "Market Analysis & Feasibility", "Financial Analysis", "Strategic Business Planning", "Marketing & Operations Analysis", "Economic, Social & Community Impact", "Legislative & Legal Services", "Gaming & Emerging Technologies", "Tribal Services & Diversification Strategies", "Site Analysis & Project Development", "Finance & Investment Banking", and "Data Analysis". At the bottom of the page, there are three columns of contact information: Denver (303.798.7711), Orlando (407.293.6688), and New Orleans (504.523.0888). Below the contact info is the email address [info@theinnovationgroup.com](mailto:info@theinnovationgroup.com), copyright notice (2017), and links for privacy policy, media kit, and mailing list registration. At the very bottom, there is a "Stay Connected" section with social media icons for Facebook, LinkedIn, and Twitter, which is circled in red.

# Video of this Webinar

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



FOLLOW US ON SOCIAL MEDIA

