

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

Manager, Marketing & Administration

The Innovation Group

mcasias@theinnovationgroup.com

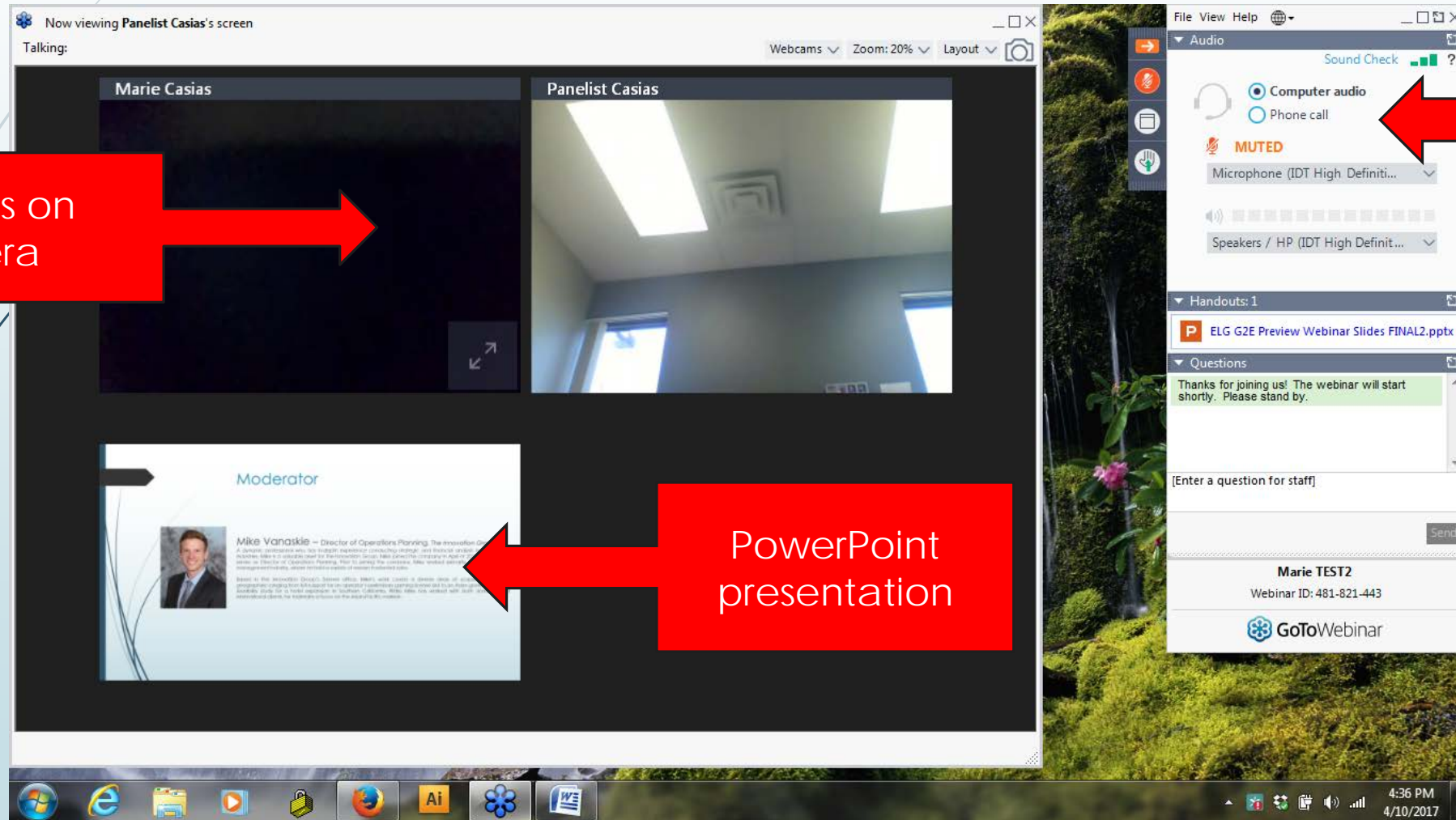
Windows & Control Panel

- 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

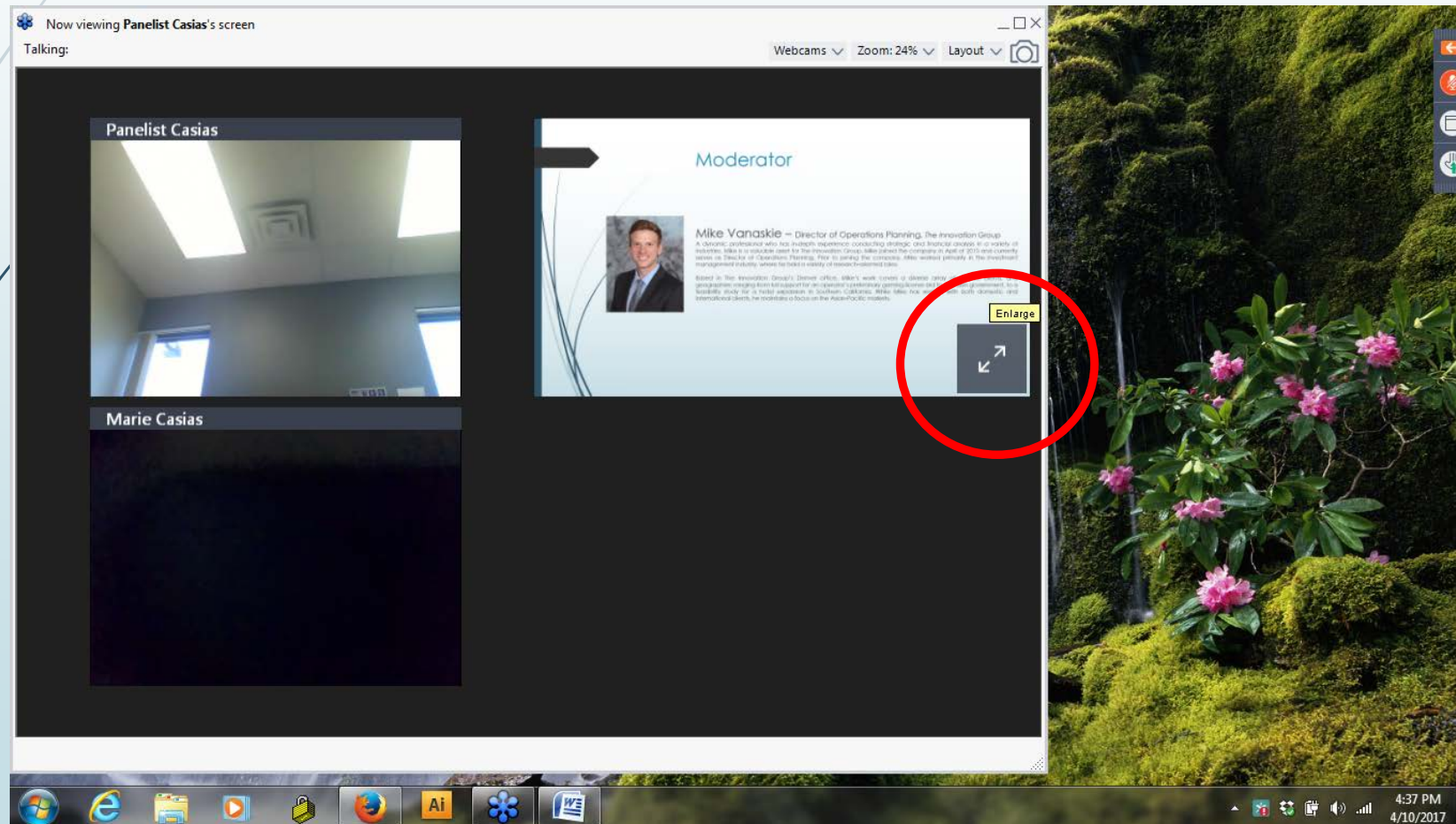
PowerPoint presentation

control panel



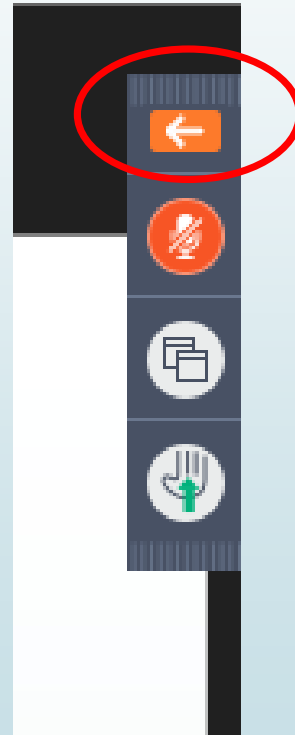
Expanding Windows to Full-Screen

- 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

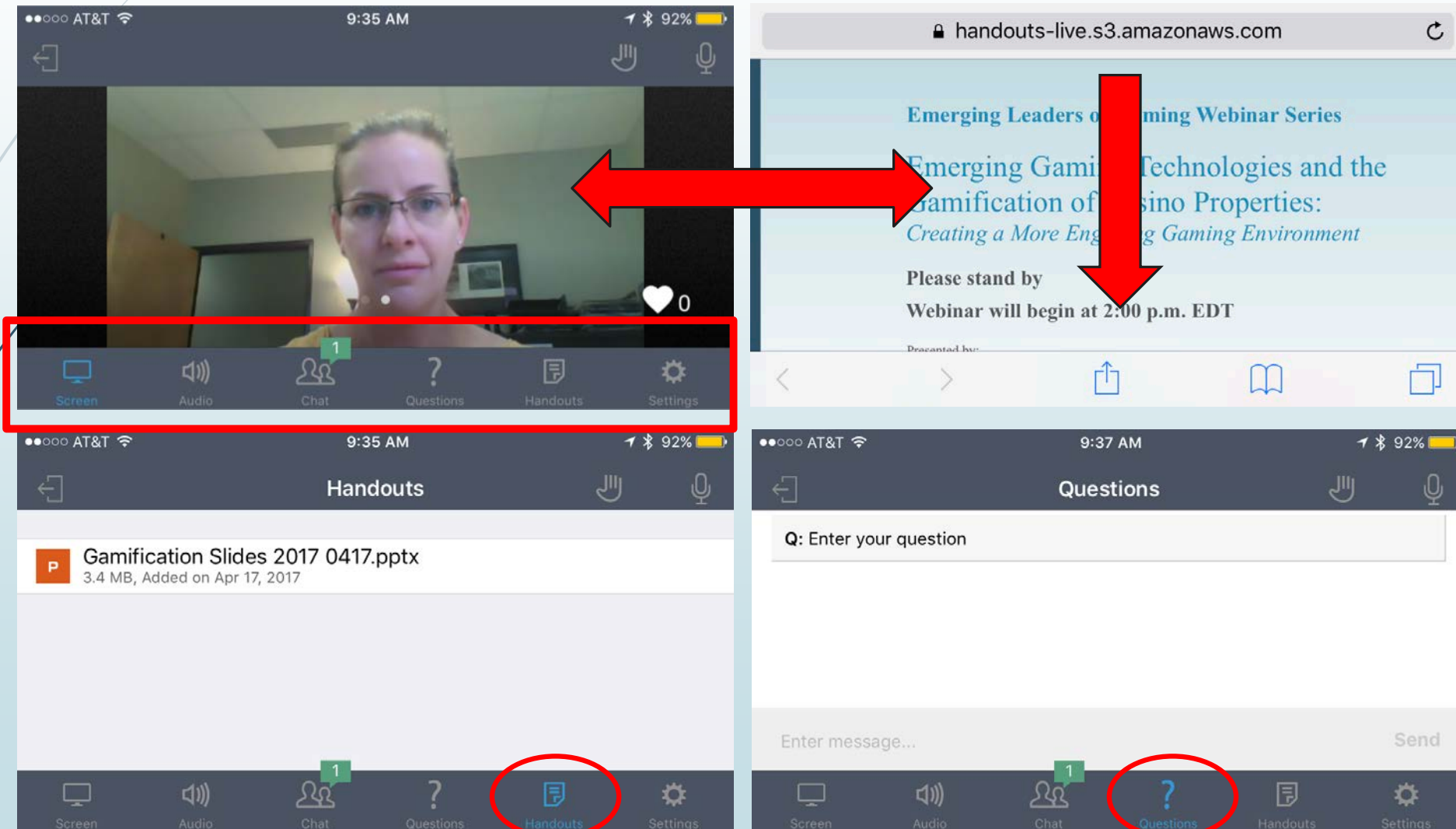
- ▶ We will reserve 10 minutes at the end of the webinar to field questions. Please make sure your control panel is maximized and type yours into the "Questions" field towards the bottom, then hit SEND.

The screenshot displays a webinar control panel with several sections. At the top is the 'Audio' section, which includes a 'Sound Check' indicator and options for 'Computer audio' (selected) and 'Phone call'. Below this is a 'MUTED' status for the microphone and a volume slider. The 'Handouts: 1' section shows a presentation titled '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 the 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 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](#).

Host

Mike Vanaskie

Director, Operations Planning

The Innovation Group

mvanaskie@theinnovationgroup.com



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.

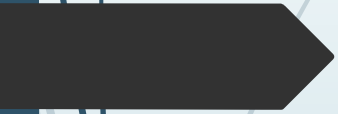


Itsik Akiva
Online Gaming & Marketing Consultant, American iGaming Solutions


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?



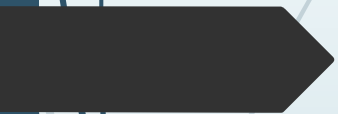
Is there a recommended
process to follow?



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.

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

theinnovationgroup.com

The screenshot displays 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 a sub-headline "CONSIDER THE MOST SUCCESSFUL GAMING AND ENTERTAINMENT DESTINATIONS IN THE WORLD." and a short paragraph of text. Below this is a section with the heading "Accuracy. Advocacy. Strategy. Success." and another paragraph. The middle section features a large image of a building at night with several white hexagonal callouts listing services: 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, there are three office locations: Denver (303.798.7711), Orlando (407.293.6618), and New Orleans (504.523.0888). A red circle highlights the footer area containing the email info@theinnovationgroup.com, copyright information (© 2017), and social media icons for Facebook, LinkedIn, and Twitter.

Video of this Webinar

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



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