



Think Tank Challenge

Tables 1 & 2:

Tips for finding qualified staffing with limited resources

Let's get started. Please read this to your team:

1. The goal of this project is to:
 - a. Connect with other attendees!
 - b. Give everyone in the room valuable tips and strategies based on your combined experience. Doesn't matter what your background is or your job title, together you will come up with a well-rounded solution.
 - c. Use this exercise when you get back to your properties; invite different departments to generate new ideas.
2. This is your master document, after the session please leave at your table. All challenges will be collected and input into report format and be sent to you after the conference.
3. Have all team members introduce themselves, their property, title and why they chose to attend the conference.
4. Exchange business cards.
5. Have everyone fill out their information on this form.
6. Select a presenter and a recorder. Use the note pad for brainstorming before you transcribe onto this master sheet.
7. Your goal: you have approximately 30 minutes to come up with the solutions to the challenge above. You'll have three minutes max to state your challenge and then list your key tips for a solution to this problem.
8. When you are done, you are welcome to share or combine your findings with the other table that has received the same challenge as you.
9. After you have completed your challenge, log into Ravingplay.com and put in your teammates badge codes.

Challenge Master

(this is your final data to present to the group)

Challenge: Tips for finding qualified staffing with limited resources

Identify the top factors that impact Tribal casinos finding qualified staff when they have limited resources

1.

2.

3.

4.

5.

6.

7.

8.

Identify a minimum of five key strategies/tips to address your challenge. Tip: your tips may be linked to the factors you identified above.

1.

2.

3.

4.

5.



Think Tank Challenge

Table 3 & 4

Identify best practices for kiosks

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Challenge Master

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Challenge: Identify best practices for kiosks

Identify reasons why a Tribal property should consider adding kiosks.

1.

2.

3.

4.

5.

Identify marketing best practices for using a kiosk in a Tribal operation.

1.

2.

3.

4.

5.

What are the questions or consideration properties should ask when selecting a kiosk company?

1.

2.

3.

4.

5.

Think Tank Challenge



Tables 5 & 6:

Identify the key performance indicators that should be used to evaluate marketing programs

According to our survey, many properties struggle with having enough analytics resources and the technology to evaluate programs. Please help a property struggling with these issues to create simple performance indicators.

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Challenge Master

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Challenge: Identify the *monthly* key performance indicators that should be used to evaluate marketing programs

Discuss ways a Tribal property with limited resources can get the data needed to make marketing decisions.

1.

2.

3.

4.

5.

Identify at least five monthly key performance indicators that should be used to evaluate marketing programs

1.

2.

3.

4.

5.



Think Tank Challenge

Tables 7 & 8:

Identify ways properties without amenities can be competitive

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Challenge Master

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Challenge: Identify ways properties without amenities can be competitive

Identify the top five factors that impact Tribal casinos without amenities.

1.

2.

3.

4.

5.

List the top five marketing tactics a property without amenities could use to compete in a market with full service properties.

1.

2.

3.

4.

5.



Think Tank Challenge

Tables 9 &10:
***Identify the key elements to create a
successful grand prize drawing***

Let's get started. Please read this to your team:

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Challenge Master

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Challenge: Identify the key elements to create a successful grand prize drawing

Identify the top five most important elements of a successful *grand prize drawing*

1.

2.

3.

4.

5.

Identify the top five elements that should be avoided when created a successful grand prize drawing.

1.

2.

3.

4.

5.

List five ways these giveaways can be created to avoid layering promotion costs.

1.

2.

3.

4.

5.



Think Tank Challenge

Tables 11, 12 & 13:

Marketing or operational ideas for struggling properties that could drive more revenue or reduce costs

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Challenge Master

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Challenge: Marketing or operational ideas for struggling properties that could drive more revenue or reduce costs

Identify the top factors that are impacting struggling Tribal casinos

1.

2.

3.

4.

5.

Make three to five recommendations that properties should evaluate on how struggling casinos can cut costs or increase revenues.

1.

2.

3.

4.

5.