



C O N F E R E N C E P R O G R A M

Monday March 19 to Friday March 23, 2011

RP5 Casino, Hannover, Germany

DAY	TIME	SUBJECT	DESCRIPTION
Monday March 19	16:00 – 18:00	Briefing for interpreters	Lucien Wijsman
	20:00 – 21:00	Reception and words of welcome	OPTION FOR SPONSORS



The European Casino Association Slot Summit Germany



<p><u>AFTERNOON</u> IT'S ALL ABOUT MYSTERY PRIZES</p>	<p>11:50 – 12:35</p>	<p>WHAT do we test and HOW do we do it?</p> <p>Before being installed on casino floors, new games undergo vigorous testing to ensure they operate according to legal and technical standards. GLi is the biggest testing lab in the world, with offices on all continents. In this presentation GLi shares with delegates how they test and what they test.</p>	<p>Gaming Laboratories International – Philip Barrow</p>
	<p>12:40 – 13:10</p>	<p>PRODUCT PRESENTATION</p>	
	<p>13:15 to 14:30</p>	<p>LUNCH</p>	
	<p>14:30 – 15:15</p>	<p>How to best use Mystery Prizes – the theory</p> <p>Mystery Prizes are a marketing tool to increase the bottom line earnings of a slots floor. Using this tool in an efficient way will increase the result. However, there are pitfalls; using mystery prizes in an inefficient way will not increase the result, it can actually lower the result. This presentation is about the theory behind the use of mystery prizes as a marketing tool to increase revenues.</p>	<p>The Slot Academy - Lucien Wijsman</p>
	<p>15:20 – 16:05</p>	<p>How to best use Mystery Prizes – the</p>	



The European Casino Association Slot Summit Germany



		<p>reality</p> <p>Holland Casinos is one of the companies operating slot machines with a very extensive experience on the field of operating Mystery Prizes. A presentation of how mystery prizes can be used and the effect of mystery prizes on the overall guest experience.</p>	Holland Casinos – Jelle van Battum
	16:10 – 16:55	<p>Multi Sensory Marketing</p> <p>The power of Smell, Sound, Color, Temperature and Haptic Elements on your slot floor. How to improve the overall wellbeing of your players.</p>	Sensarama - Dr. Mario Pirzl
	17:00 – 17:45	PRODUCT PRESENTATION	D-Systems on behalf of EGT, Ainsworth and Alfastreet – Emilia Tomachinska
	18:30 – 20:00	RECEPTION	AGEM Reception



The European Casino Association Slot Summit Germany



DAY 2	TIME	TOPIC	SPEAKER
<u>WEDNESDAY</u> <u>March 21, 2012</u> <u>IT'S ALL ABOUT</u> <u>SERVER BASED</u> <u>GAMING: the</u> <u>experts speak</u>	10:00 – 10:45	Performance Analysis of Slots Result After the introduction of SAS based game meters, the presentation about performance analysis explains how to analyze the EFFICIENCY, POPULARITY and PROFITABILITY of games.	The Slot Academy - Lucien Wijsman
	10:50 – 11:35	On-line gaming and Off-line Gaming should go hand in hand With a very long experience in both off-line and on-line gaming environments, the speaker explains how both types of gaming should go hand-in-hand and create synergy rather than compete against each other.	Escapeses - Gerhard Burda
	11:50 – 12:35	How can server based gaming complete your slots floor	INGG – Luke Alvarez and/or Harmen



The European Casino Association Slot Summit Germany



		Installing a server based gaming solution on an existing Slots Floor. Specific issues for a 'mixed floor'	Brenninkmeijer
	12:40 – 13:10	PRODUCT PRESENTATION	
	13:15 to 14:30	LUNCH	
	14:30 – 15:15	<p>How can server based gaming complete your slots floor</p> <p>Marketing a server based floor; the differences with traditional slot floors.</p>	BALLY Technology – Bruce Rowe
	15:20 – 16:05	<p>How can server based gaming complete your slots floor</p> <p>Performance analysis of server based floors; games rather than cabinets.</p>	IGT – Javier Saenz
	16:10 – 16:55	<p>How can server based gaming complete your slots floor</p>	SPIELO International – to be defined



The European Casino Association Slot Summit Germany



		The distributed model; advantages of server based gaming.	
	17:00 – 17:30	PRODUCT PRESENTATION	
	18:30 – 20:30	RECEPTION	European Casino Association Reception
	20:30	DINNER	Invited Guests Dinner



The European Casino Association Slot Summit Germany



DAY 3	TIME	TOPIC	SPEAKER
<p><u>THURSDAY</u> <u>March 22, 2012</u></p> <p><u>IT'S ALL ABOUT</u> <u>MIXING</u> <u>ELECTRONIC AND</u> <u>LIFE GAMING</u></p>	10:00 – 10:45	<p>Problem gambling and Responsible gaming</p> <p>The right way forward</p>	Assissa - Pieter Remmers
	10:50 – 11:35	<p>Mixing Life Gaming and Electronic Gaming</p> <p>The customer perspective</p>	Casino Campione d'Italia - Carlo Pagan
	11:50 – 12:35	<p>Mixing Life Gaming and Electronic Gaming</p> <p>The architect's perspective</p>	Steelman Partners - Paul Steelman
	12:40 – 13:10	PRODUCT PRESENTATION	
	13:15 to 14:30	LUNCH	
	14:30 – 15:15	<p>Mixing Life Gaming and Electronic Gaming</p> <p>The producer's perspective</p>	AGI - Jens Einhaus and/or Max Lindenberg
	15:20 – 16:05	<p>Mixing Life Gaming and Electronic Gaming</p>	Casino Cosmopol – Roger Johsson



The European Casino Association Slot Summit Germany



		The operator´s perspective	
	16:10 – 16:40	PRODUCT PRESENTATION	
	17:00 – 18:00	PANEL DISCUSSION Questions for all speakers that presented during the summit. Throughout the summit the moderator will collect questions for panel members.	All speakers
	18:30 – 20:30	RECEPTION	ACE Publishing and D-Systems Closing Reception - Certificates from University of Nevada - Raffle



The European Casino Association Slot Summit Germany



DAY	TIME	SUBJECT	DESCRIPTION
FRIDAY March 23, 2012		Departure of Delegates	