



PRACTICAL INFORMATION

TARGET AUDIENCE: The training session will address the needs of the Marketing People and the Higher Management, who are not necessarily directly involved in operating slot machines, and who want deeper knowledge of how to market slot machines on their casino floor.

SUBJECT OF THE TRAINING:

- Different types of Casino Visitor Profiles with different types of expectations and customer behavior will be presented and their impact on decisions regarding Product, Place, Price and Promotion of the Slots Product.
- For managers who are not directly involved with operating slot machines: strategic decisions are based on data extracted from slot machines.
- Machine meters: participants will have to familiarize themselves with the various meters.

VENUE: VIAGE Brussels

Address: Anspach Boulevard 30, 1000 Brussels

DATE: 8-9 March

PRICE: 550 EUR

LANGUAGE: English

REGISTRATION: info@europeancasinoassociation.org

PAYMENT:

ECA ACCOUNT number: 10 000 19910

IBAN: DE75 2105 0000 1000 0199 10

European Casino Association

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BIC (swift): HSHNDEHHXXX

ADDRESS OF BANK:

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