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# TRAINING PROGRAM

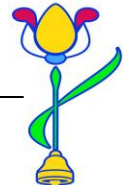
## Course dates March 8 and 9, 2011

### Brussels

VIAGE Brussels - Anspach Boulevard 30 - 1000 Brussels

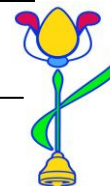
Session 1 : 09:30 – 11:30  
Session 2 : 11:45 – 13:45  
Session 3 : 14:45 – 16:45  
Session 4 : 17:00 – 19:00

DAY	TIME	SUBJECT	DESCRIPTION
8 March	Session 1	<b>Welcome and Introduction and</b>  <b>Introduction of Casino Visitor Profiles and expectations of each visitor type regarding Casino Visits</b>	Introduction round. Attendees introduce themselves and voice their expectations for the course.  Based on surveys of Harrah's Entertainment Group and Holland Casinos, different types of Casino Visitor Profiles will be presented. Each profile has specific expectations when visiting a casino.
	Session 2	<b>Slot Machine Meters for Dummies</b>	Even for managers who are not directly involved with operating slot machines, the basis for many strategic





			decisions are based on data extracted from slot machines. During this session machine meters are explained and participants will have to familiarize themselves with the various meters.
	<b>Session 3</b>	<b>How to market the casino products to different casino Visitor Profiles, the four P's.</b>	The fact that different Casino Visitor Profiles have different Expectations when visiting a casino, has impact on decisions regarding Product, Place, Price and Promotion of the Slots Product. The <b>P</b> roduct, <b>P</b> lace, <b>P</b> rice and <b>P</b> romotion Strategy is introduced during this part of the seminar. Later the strategies for Product, Price, Placement and Promotion will be covered in more detail.
	<b>Session 4</b>	<b>PRODUCT Slot Machine Myth and Math</b>	Before preparing the layout of an imaginative casino (in line with The Mission Statement attendees have written), the principles behind pay-table calculations and volatility are explained.
<b>9 March</b>	<b>Session 1</b>	<b>PRODUCT Pay Table Calculations</b>	Attendees calculate the theoretical return percentage from sample pay-tables.
	<b>Session 2</b>	<b>PROMOTION Progressive and Mystery Prize Management</b>	Presentation on the theory behind Progressive and Mystery Prizes and how these tools should be used to best fulfill the expectations of the different Casino Visitor Profiles.



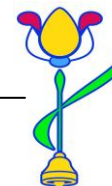


	<b>Session 3</b>	<b>PLACE Slot Floor Layout in line with various Visitor Group Expectations</b>	The different types of Casino Visitors have different expectations with regards to layout of the slots floor. In this presentations participants to the seminar will be introduced to the do's and don'ts of slot floor layout.
	<b>Session 4</b>	<b>PRICE The importance of correct credit values, minimum and maximum bets on slot machines</b>  <b>Questions and Answers</b>	Having the credit values, minimum and maximum bets correct on slot machines is an important tool in maximizing slots result.  The second day will finish with Questions and Answers.

**NOTE:** Throughout the two day seminar, examples of customer behavior will be presented. Although the subjects look somewhat technical, they will come alive by presenting them from the CUSTOMER's perspective. As a result, the two day seminar will be addressing the needs of the Marketing People and the Higher Management, who are not necessarily directly involved in operating slot machines.

Best regards

Lucien Wijsman  
PRINCIPAL





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