

CLASS II SUMMIT
Mystic Lake Casino Hotel – June 5-7, 2023
AGENDA

MONDAY, June 5, 2023

6:00 PM **Welcome Reception**

TUESDAY, June 6, 2023

8:00 AM Registration

9:00 AM ***Opening Ceremonies:*** The history of Class II Gaming and why it matters. Hear from one of the architects of the IGRA and a long time advocate for Class II discuss why we need to continue to advance Class II gaming and why Class II is so important to Tribal sovereignty. Frank Ducheneaux, Judith Shapiro will be discussion the history and importance

10:00 AM Coffee Break

10:15 AM Breakout Sessions

“Alternative Class II” Technical Standards

Three Tribes: Aqua Caliente, Flandreau Santee and most recently the Chickasaw Nation have approved and started using “Alternate Standards” for Class II mobile gaming and using player owned mobile devices such as smartphones and tablets. What are these standards and should all Tribal casinos write their own or adapt to these “approved” standards

Bingo Packaging, Session 1: Game Design: from Idea to Reality

Every Bingo game starts with an idea and some turn into reality. This session will generate ideas and start the process for at least 2 games that can be turned into reality for other sessions.

NOON Luncheon - Event Tickets and how to use them effectively; Let’s Play!

Event Tickets: Developing a Good Revenue Source

Hear from properties that use event tickets and pull tabs to increase revenue and add excitement to the hall.

1:30 PM Breakout Sessions

Bingo Packaging, Session 2: Game Design: the Launch

Now that we have a couple of ideas on the table, the next step is to design the actual playabilities. The group will lay out details and make sure the games are playable. Then at lunch on Wednesday attendees will get to play both of the games!

Class II Digital Gaming: Changing the Landscape and What it Means

Digital gaming has emerged as one of the most engaging forms of entertainment for all generations. People across various age groups have taken to various forms of available online games based on their preferences and interests. Come here how Digital gaming can attract players into Brick and mortar

2:45 PM Breakout Sessions

Marketing with Tik Tok and Mobile Apps; Designing your own strategy.

The popularity of smartphones and mobile devices makes apps incredibly valuable as a marketing tool for businesses. How do you make a tik-tok video...? Today we will discuss the tools and by tomorrow you will have your own video to take back to your property.

Self-Regulation

Discuss self-regulation and its relationship to the NIGC. Hear from a property that has done the work to become self-regulated and discuss the positive and negative side to self-regulation.

Class II Machines: ROI on the bottom line

- 3:30 PM Expo Opens
- 4:00 PM Welcome Reception in Expo Hall
A Variety of Games by vendors before Mystic Bingo
- 6:00 PM Expo Closes
- 6:00 PM Bingo Session Begins

WEDNESDAY, June 7, 2023

- 8: 30 AM Continental Breakfast on Expo Floor
- 9:00 AM ***General Session: How do you Value the Worth of Player***
This morning's roundtable discussion will discuss Player development from all avenues of a Casino. We will discuss how Machine players fit in with Bingo, and other casino activities. Where can you add value for the player to help get quality players especially in the tight financial market. What "Player Points" can bring to the table .
- 10:15 AM Break
- 10:30 AM ***General Session: What Marketing Ideas are working***
Since we have successfully made tik-tok videos, what are some of the best marketing ideas have been a success. Bring some of you stories through social media or print that have brought players into your hall.
- 12:00 PM Lunch and New designed Bingo Games
EXPO Closes after Lunch
- 1:15 PM Breakout Sessions

Creative Staffing: Cross Utilization of Team Players for the Best Customer Service.
With staffing shortages continuing, discuss are the best ways to revamp your staffing and improve job performance, labor efficiencies, and the guest-experience.

Regulators Roundtable;

Earlier in the Summit the discussion focused on the new Alternative Technical Standards. This group will discuss if a committee should be formed and how to move forward.

3:00 PM Class II Summit Ends ~ See you next year!