



# SCHEDULE AT A GLANCE

Monday, October 7							
	Veronese 2401	Titian 2301	Titian 2303	Titian 2305	Titian 2205	Bellini 2101	Bellini 2103
9:00 AM - 9:50 AM	Casino Loyalty 2.0: Create Lifelong Patrons	Vision and Vigilance: Lessons from a Year of Change	Future-proofing Casinos: Brand Relevance, Digital Marketing, and Influencer Strategies	Retail Sportsbooks' Role in the Online Betting Ecosystem	Embracing the Future: The Role of DEI in the Gaming Industry	Where Sports Betting's Growth Sits on the Regulatory Agenda <i>Presented by: IAGA</i>	Navigating the Gaming Credit Market
10:10 AM - 11:00 AM	Maximizing Revenue through Sports Sponsorships in Gaming	Navigating Cyber Extortion: Strategies from Casino Leaders	Opportunities in Tribal Gaming: Growth and Regulation	The Power of IP: Extending Player Loyalty to Digital	Coming Soon <i>Presented by: GGW:</i>	Tackling Match Fixing: Gaming and Global Sports Cooperation <i>Presented by: IAGA</i>	Revival of M&As in Gaming
11:20 AM - 12:10 PM	Slot Bank Tier List: Ranking Favorite Configurations	Diversifying Revenue for a Stronger Tribal Future	Unlocking Omnichannel Excellence: BetMGM's Strategy in Game Creation and Customer Retention	Coming Soon	Coming Soon <i>Presented by: GGW:</i>	Technology's Impact on Gaming Compliance Programs <i>Presented by: IAGA</i>	Coming Soon
12:10 PM - 1:30 PM	<b>Break</b>						
1:30 PM - 2:20 PM	Greatest Threats to Table Games	Internal Controls: "Why, How, and When?"	Enhancing Responsible Gambling with AI and Behavioral Analytics	The Explosive Growth of Sports Betting Contests in Las Vegas	Coming Soon <i>Presented by: GGW:</i>	Corporate Transparency Act (CTA) and its Potential Impact <i>Presented by: IAGA</i>	Coming Soon
2:40 PM - 3:30 PM	Cultivating the Ideal Workplace Culture	What to Expect from NIGC in 2025: Navigating Compliance and Future Prospects	Women in AI: Pioneering the Next Generation of Casino Tech	Fostering Responsible iGaming: Strategic Alliances and Legislative Innovations	Coming Soon	Responsible Online Gaming: What's Next? <i>Presented by: IAGA</i>	Seizing Opportunities in Brazil's Sports Betting Market
3:50 PM - 4:40 PM	<b>Monday Keynote Main Stage - Venetian Ballroom F</b>						
5:00 PM - 6:30 PM	<b>G2E Kickoff Reception Venetian Ballroom F</b>						



# SCHEDULE AT A GLANCE

Tuesday, October 8						
	Veronese 2401	Titian 2301	Titian 2303	Titian 2305	Titian 2205	Bellini 2103
8:30 AM - 9:00 AM	G2E Welcome and State of the Industry Main Stage - Venetian Ballroom F					
9:00 AM - 10:00 AM	Tuesday Keynote Main Stage - Venetian Ballroom F					
10:00 AM - 5:00 PM	Expo Hall Open					
10:30 AM - 11:20 AM	The Power of Predicting Guest Behavior	Tribal Sovereignty and Sports Betting: A Delicate Balance	From Sports Betting to iGaming: The Path Forward for Women Bettors	Coming Soon	Harnessing AI for Enhanced Customer Relationships and Responsible Gaming	Coming Soon
11:40 AM - 12:30 PM	Optimizing the Operator View: Unifying Patron Value Across Gaming Systems	Collaborative Efforts to Combat Human Trafficking in Tribal Gaming and Hospitality	The Transformative Power of AI and Machine Learning in Gaming	The Art & Science of Storytelling for Gaming Professionals	The Importance of Positive Play	Coming Soon
12:30 PM - 1:50 PM	Break					
2:00 PM - 2:50 PM	Sports Resorts: Vegas' Next Big Export?	Amplifying Tribal Influence in the 2024 Election	Coming Soon	Coming Soon	Coming Soon	Forecasting Texas Gaming Legislation: Predictions for 2025
3:10 PM - 4:00 PM	Coming Soon	U.S. Department of Interior's Final Rule - 25 CFR Part 293 - Class III Tribal-State Gaming Compacts	The Evolution of Digital Payments for Online Gaming	iGaming: The Road to Legalization in the U.S.	Prioritizing Responsible Gambling Education in Student Athletes	Coming Soon



# SCHEDULE AT A GLANCE

Wednesday, October 9						
	Veronese 2401	Titian 2301	Titian 2303	Titian 2305	Titian 2205	Bellini 2103
9:00 AM - 10:00 AM	Wednesday Keynote Main Stage - Venetian Ballroom F					
10:00 AM - 5:00 PM	Expo Hall Open					
10:30 AM - 11:20 AM	Coming Soon	Compliance, Integrity, and Evolving Tribal Regulatory Cooperation	Visionary Leadership: CEO's Transformative Strategies for Cross-Platform Success	AI-Powered Evolution: Reshaping the In-play Sports Betting Strategy	Optimizing Payout Strategies: Enhancing Efficiency and Customer Retention	The Far-Reaching, Negative Impact of the Illegal Gambling Market
11:40 AM - 12:30 PM	Deep Dive: Online Gambling in Latin America	Coming Soon	Evolution of Casinos: Merging Digital and Physical Gaming for Enhanced Engagement	Coming Soon	Cashless Casino Driving Growth and Player Loyalty: Graton Casino's Success Story	Regulatory Modernization in the UK and What the U.S. Can Learn
12:30 PM - 1:50 PM	Break					
2:00 PM - 2:50 PM	Insights from Non-Smoking Casino Initiatives	Unifying Casino Tech While Enhancing Customer and Operator Experience	Indian Gaming Goes Commercial	Exploring the Dynamics of Tennessee's Online-only Sports Wagering Market	Placemaking, AI, and Creating Entertainment Experiences in Gaming Properties	Coming Soon
3:10 PM - 4:00 PM	Coming Soon	Upholding Seven Generations of Successful Tribal Gaming	The Role of Disruption and Innovation in Gaming	Sports Betting is a Better Standalone Product than You Think	Navigating the Intersection of Gaming and Financial Sectors	Sports Betting's Ever-changing Regulatory & Tax Landscape



# SCHEDULE AT A GLANCE

Thursday, October 10				
	Veronese 2401	Titian 2305	Titian 2205	Bellini 2103
10:00 AM - 3:00 PM	<b>Expo Hall Open</b>			
10:30 AM - 1:00 PM	<p><b>Workshop:</b>  <b>Customer Journey Mapping for Casino Marketing</b></p> <p>Understanding the complete customer journey is essential for delivering seamless and memorable experiences. This hands-on session will guide attendees through the process of creating comprehensive customer journey maps, from initial awareness to post-visit follow-up. Participants will learn how to identify key touchpoints, analyze pain points, and develop strategies to optimize each stage of the journey. By mapping the customer experience, casino marketers can uncover opportunities for improvement, streamline processes, and ultimately enhance customer satisfaction and loyalty.</p>	<p><b>Workshop:</b>  <b>The Roadmap for Online Gaming &amp; Sports Betting Expansion</b></p> <p>In the fast-paced online gaming and sports betting industry, our workshop offers casino operators a step-by-step guide to expand their digital presence successfully. This workshop also dives into creating engaging casino and sports betting offerings by covering essential components such as regulatory compliance, back-office platform management, efficient payment systems, targeted marketing strategies, and the promotion of responsible gaming. Attendees will leave with expert insights, actionable strategies, and a comprehensive understanding of the industry's ecosystem, empowering them to excel in this competitive landscape.</p>	<p><b>Workshop:</b>  <b>Double Down on Your Efficiency with Lean Six Sigma</b></p> <p>What if you could start over and maximize your efficiencies throughout your property? In this workshop, we'll build a mock property, creating the most innovative processes you can imagine, using Lean Six Sigma tools. We'll introduce you to the world of Lean Six Sigma as it relates to the gaming industry. Having a cohesive process improvement plan throughout a property can maximize your client engagement, your profits, your employee retention and growth, and so much more. Let your creativity run wild and put a dollar figure to your process improvement concepts. This interactive, hands-on workshop will unleash your creativity and quantify the positive fiscal impact of your innovative solutions.</p>	<p><b>Workshop:</b>  <b>Advanced Crisis Communications for Gaming Leaders</b></p> <p>In the dynamic world of gaming, crises are an inevitable reality. This workshop is designed to arm industry leaders with comprehensive training on managing crises before, during and after they occur. Offering industry-specific training, an interactive classroom experience, and on-camera mock interviews to simulate real media interactions, participants will gain practical tools and best practices that can be immediately implemented to enhance their organization's crisis management capabilities. Ideal for executives, managers, and communicators, this workshop ensures that gaming leaders are prepared, confident and capable of guiding their organizations through any crisis and recovery.</p>

G2E Workshops will provide a deep dive into topics directly affecting your day-to-day operations led by experts in the field. Workshops are two and a half hours (more than twice the length of a standard education session) and will leave you with actionable tools that you can implement into your business right away. There is limited space for each workshop, and tickets will be sold on a first-come, first-served basis. **G2E Workshops are not included in any education pass and require separate fee to participate.**