***2019 Breakout Session***

**Session 1: Tuesday, July 23, 2019 10:00 am – 11:00 am**

1. **Certification 1: Sycuan Institute on Tribal Gaming**

**Brookside/Blue Dome**

Part 1: Tribal Gaming Investments in Responsible Gaming: Balancing Public Relations and Public Health

This session examines concepts that are important for tribal and casino representatives to understand and articulate in the ongoing discussion about responsible gaming efforts in tribal properties, including the determination of actual and responsible investments in prevention, education and treatment for disordered gambling. The session will explore the political and cultural contexts of gambling addiction with an emphasis on the science and practice of responsible gaming in commercial and tribal casinos. This course addresses the larger project of translating the latest science into industry “best practices” and explores the need for future collaboration among multiple stakeholders. Participants will also learn about the ways that disordered gambling is incorporated into a public health model that understands gambling addiction as part of the addiction syndrome.

Part 2: Resilience in Tribal Communities: The Alkali Lake Story

Tribal nations have invested heavily in a developing new tribal institutions ranging from gaming commissions to housing or social programs. At the same time, tribes have invested in health and wellness programs for tribal members and casino employees alike. While not a gaming community, the 500-member community of Alkali Lake is located in a remote area of British Columbia, about 35 miles from Williams Lake in the Cariboo Region of the Province. It is significant in the world of addictions recovery because of a sobriety movement that began there in the early1970s, when Phyllis Chelsea made the decision to stop drinking after her daughter refused to come home with her. Phyllis sought help from an Alcoholics Anonymous (AA) counselor in Williams Lake, and she was soon joined by her husband, Andy. The two of them had been sober nearly two years when they welcomed the next member. From those humble beginnings, Alkali Lake transformed itself from a community devastated by alcoholism to a true recovery community that would ultimately affect aboriginal communities around the world.

1. **12 Steps to a Highly Engaged Workforce**

**Ballroom 1**

The Industry talks about employee/team member engagement, but what does that mean and what do we do to improve it? 123 million workers (1 out of 3) in the U.S. are not engaged at work; killing productivity and profitability. You will learn tools to take you from where you are today, to where you need to be in the fastest way possible.

1. **The History of Sports Betting**

**Ballroom 2**

This session will take you through the history of Sports Betting in the UK and what we can expect here in the U.S. as this new gaming option becomes legal in more States every year.

1. **Exploring the Strategic Business of Finance**

**Greenwood/Cherry St.**

Funding capital and financing can take many forms and drive numerous opportunities, especially if it’s strategically done. Financing Tribal economic development can be is its own game of thrones, requiring creative and competitive financing models to meet the future demands of Tribal economic sovereignty. Listen in as these financial advisors talk to the various strategies they have developed to strategically position their clients.

1. **One State, Many Nations, Limitless Opportunity**

**Utica/Riverside**

Oklahoma is the “land of many nations” Tribal Nations, whose rich history and culture has long been a source of attraction to visitors. Today, these same nations own some of the largest gaming facilities in the country, further expanding the draw of visitors to the State. The economic benefit that stems from the successes in Tribal gaming is experienced throughout the State, from the rural regions, to major cities and towns, Tribes are an intrinsic value in the fabric of the State and its’ tourism offering.

1. **Outsourcing: Wins That Have Driven the F&B Revenue Stream**

**Conference Hall B**

Considering outsourcing the F&B offering at your casino? This group represents the successes of finding a reputable service provider who understands both the market and audience, ensuring there is no reduction in quality or control. Take a seat and hear how these executives incorporated major brands into their casino that have allowed each party to focus on what they are best at, all while creating increased value and revenue for their facilities.

1. **Emergency’s Happen: How We Respond Is What Matters**

**Ballroom 3**

Oklahoma 2019 has demonstrated that disasters can happen at any time, it is important to not only have a plan in place, but make sure everyone knows their role. Let’s examine how we as an association can mobilize together - take notes as executive speaks to their experiences and what they learned.

1. **Is GAAP Still a Once a Year Adjustment With Your Auditors?**

**Conference Hall D**

Get up to speed on the latest Generally Accepted Accounting Principles specific to the gaming industry. We will dive into strategies to compliance from a daily operations standpoint, what to look for from management’s perspective, and what questions are relevant for regulators.

**Session 2: Tuesday, July 23, 2019 11:15 am – 12:15 pm**

1. **Certification 1: Continued (10:00 am – 12:15 pm)**

**Brookside/Blue Dome**

1. **How to Master Communication & Relationships**

**Conference Hall B**

The number one killer of both personal and professional relationships is the lack of communications. 85% of your success in business will be due to your ability to properly communicate your message to your boss, peers, team members, and guests. Listen in and learn tools to become a better communicator, to better your relationships.

1. **Sports Betting: Choosing your partner wisely….**

**Ballroom 2**

There are a large number of choices when looking to find a sports wagering solution that best fits your casinos needs.  They are not created equal.

In this session, we will cover the internal decisions you need to make before issuing your RFP.  Do you want to handle your risk, do you want to manage the sports book, what is the maximum bet you want to accept, do I need to contact the NIGC to receive a declination letter?    We will answer all of these questions and more in this exciting session.

1. **Utilizing Your VIP Business to Elevate Your Brand**

**Greenwood/Cherry St.**

When it comes to growing revenue, branding matters. However, don’t forget player development, as it’s an important tool in building your brand. Find out how to think about your VIP customers so you can build who you are as a brand - while growing revenue at the same time

1. **Top 10 F&B Profit Secrets**

**Ballroom 1**

George Burkhardt, a 35 year industry veteran, presents excerpts from his popular F&B *Profit Mindset* series. Learn ten specific ideas on how to improve your F&B profits while delighting your guests. Topics covered menu engineering and design, food and beverage cost control, statistics management, labor scheduling, vendor relations and more. Targeted for Casino executives, F&B management, and finance and marketing management that interfaces with F&B.

1. **Gaming and Philanthropy**

**Utica/Riverside**

Philanthropic endeavors are most successful when they fulfill not only the needs of those or what you wish to impact, but obtain the goals and objectives of the Tribes' social responsibility vision. Listen in to the experiences that can make a difference in many impactful ways.

1. **Masters Level: Preparing Your Casino For When The IRS Comes Knocking**

**Conference Hall D**

This session for casino executives will teach you what the IRS is looking for when they come to a casino to perform a Title 31 audit and how to prepare for that visit.

1. **NIGC Panel**

**Ballroom 3**

**Session 3: Wednesday, July 24, 2019 9:00 am – 10:00 am**

1. **Certification 2: Responsible Gambling Training (9:00 am – 12:30 pm)**

**Brookside/Blue Dome**

This certificate training will focus on how to train employees about Problem Gambling and customer service. It will focus on the dynamics and characteristics of the gambling disorder, problem gambling as a component of customer service, helping your customers, self-exclude, referrals and the hotline as well as how to use the OAPCG training film. Attendees will come away with the ability to train employees at your facilities.

1. **The Great Divide: Managing Generational Intersection in the Workplace**

**Conference Hall B**

As business owners and senior leaders, we are the “keepers of company culture.” We are responsible for building and maintaining a culturally sound and thriving workforce - one that attracts, grows, and retains the best of the best. Not an easy task when the workforce today consists of five generations.   
For businesses, this presents an unprecedented opportunity to drive innovation by taking advantage of the extensive amount of wisdom, knowledge, and fresh perspective in their midst. But it also presents a major challenge: blending disparate groups into cohesive and productive teams.   
Come listen and learn about generational intersections, and how to lead fearlessly and flawlessly through today’s cultural mosh pit.

1. **Sports Betting: Who is on Your Team?**

**Ballroom 2**

Sports betting is expanding rather quickly around the country and experienced resources are becoming a valuable commodity. From the “owners rep” type advisor who ferrets out the best suited provider and technical requirements, to the operations group internally that operates and promotes the casinos sports betting offering - you want experienced and well-trained people. Find out how to address this potential resource shortage, and who understands what your property may need.

1. **E-Sports: It’s Electric, It’s Sports, It’s Exciting Entertainment**

**Ballroom 3**

E-Sports has viewing crowds that rival professional sports, with over 380 million people tuning in worldwide…it differs from traditional gaming because it is *game based*. So, what’s the next level of play for these organized leagues of gamers?! Hear the latest from e-sports enthusiasts and organizers on how their market can intersect with Tribal casinos.

1. **The State of Tribal Gaming in the State**

**Greenwood/Cherry St.**

This discussion forum will take an introspective look at the State of Oklahoma, and what is in store, from the political landscape to the legislative front for Tribes and Tribal Gaming alike.

1. **Master Level: International Vendor Licensing**

**Conference Hall D**

As the gaming world grows globally, we must take steps to expand our scope.  Technology such as TribalTRAC, and updated international search techniques, provide insight to vendors financial past as well as their criminal/civil histories.

1. **Class II / Class III: The Ongoing Evolution of Technology**

**Ballroom 1**

The slot floor remains the consistent lifeline to casino revenues. Providers have incorporated a number of technology driven features to entice players like 3D, 4D, vibrating chairs, drink ordering and the list goes on. We will have a candid discussion with providers on what impact and value these features have had on patrons and numbers, and where they see this futuristic fury going.

1. **Wellness Plans: Are They Really Saving You $$$**

**Utica Riverside**

**Session 4: Wednesday, July 24, 2019 10:15 am – 11:15 am**

1. **Certification 2: Continued (9:00 am – 12:30 pm)**

**Brookside/Blue Dome**

1. **Here One Day, Gone the Next: A Sustainability Checklist**

**Greenwood/Cherry St.**

Do you have a plan to grow your business? How about your people? What about your products or services? Are those plans sustainable? How do you know?  This workshop will provide you with a comprehensive checklist for building a sustainable growth plan - one that touches your business, your people, your products and services. In this competitive landscape, businesses cannot afford to operate without a plan.

1. **Cybersecurity: Minimizing Risk in the Technological Age**

**Conference Hall D**

Our information technology departments are tasked with the need strategize and develop a cyber risk mitigation strategy, including the appropriate legal and compliance steps when responding to cyberattacks. Tech-cops will talk about how they work to protect networks, devices, programs, and data from outside access attacks.

1. **The Sports Betting Forum - Handicapping the Field**

**Ballroom 2**

The major providers all have their own track record, course of action, strengths and technology that can be the best bet in any given scenario. Listen in as these front runners share what they feel it takes to cross the finish line with a successful sports betting system and how they have worked to get there. Their experiences along the road, just may save you some heartaches.

1. **Global Gaming Women - Leadership Development**

**Ballroom 3**

1. **Master Level: Executive Management Leadership Training**

**Utica/Riverside**

The Bond Group has an internationally renown reputation for providing Best in Class Keynote Addresses, Leadership Training, Sales Training, Business Fundamentals, and Coaching. Focusing on  Business and Leadership Fundamentals, the session will feature Bond's iTeam Leadership Methodology. Join us for an exciting look at a Blueprint for Leaders to Build and Develop Highly Productive Teams.

1. **Learning from Industry Trends – How does your marketing compare in this competitive environment: Results of Raving 3rd Annual Indian Gaming National Marketing Survey**

**Conference Hall B**

Raving is pleased to present the results from our 3rd annual, in-depth, blind survey of senior tribal casino marketing executives from across the U.S. and Canada to OIGA attendees. Raving’s Research Partner, Dr. Deb Hilgeman, will be presenting very valuable and interesting data from compiled comparisons, encompassing broad marketing information which will help marketers and operators make better data-based decisions. This milestone research is designed to provide a comprehensive industry overview of the specific areas affecting Tribal casino marketers today. What are current reinvestment ratios? Are social media tools overtaking traditional media ones? Is the use of free play as a promotion growing or shrinking? One of our most requested studies of the year, senior operators tell us that they find this report extremely valuable in referencing and benchmarking their own marketing strategies. Attendees will  find the answers to these and many more pertinent marketing questions and view trends when she presents key findings. The full report will be made available to OIGA attendees after the event.

1. **The Indestructible Brand: Best Practices for an Enduring Corporate Identity**

**Ballroom 1**

A brand is the culmination of the multitude of impressions, experiences, emotions and interactions a customer experiences during their engagement with an organization/company. How do you maintain the highest brand standards when so many employees are contributing to your brand image? Join Sarah Sears as she shares best practices for design, marketing and branding which, when consistently implemented, will take your brand to the next level.

**Session 5: Wednesday, July 24, 2019 11:30 am – 12:30 pm**

1. **Certification 2: Continued (9:00 am – 12:30 pm)**

**Brookside/Blue Dome**

1. **Sports Betting: Who is Up and Running, Who is at the Starting Line, and Who is on the Sidelines**

**Ballroom 2**

We have seen PASPA Repealed and Replaced now we have a host of States in various stages of advancing sports betting. Experts will handicap the field and give their insights on who to bet on being successful, and what may cause some to cross the finish line way behind the pack.

1. **Social Media Smarts & Survival**

**Conference Hall B**

In 2019, it is estimated that there will be around 2.77 billion social media users around the globe, up from 2.46 billion in 2017. Influencer marketing is large scale business, what is critical is that all of it is real time. Good stories streamed live, bad decisions shared with the world, tweets that make political policy - all have instantaneous results and require instantaneous management. Take note as these social media gurus address a host of do’s and don’ts for your social engagements.

1. **The History of Tribal Gaming in Oklahoma**

**Conference Hall D**

This session will provide an overview of the History of Gaming in Oklahoma. An informative lesson on how Indian Gaming developed, the obstacles encountered, the successes and the future.

1. **Making Sense of Technology in the Casino Industry**

**Utica/Riverside**

Everyone knows how important technology has become, not just to our industry, but to society in general. There are so many areas of the casino that are leveraging technology to become more efficient, more secure, and more profitable. This session will explore the thoughts of panelists with extensive industry experience to help attendees know what technology they should pursue, how they should go about implementing those technologies, and why not all technology is good for all casinos.

1. **Master Level: Sports Betting Regulations**

**Ballroom 1**

Each jurisdiction will have its own unique nuances in regulations, each developed to address the corresponding legislation that approved it. We will ask theses masters of law to speak to where we may not have to reinvent the wheel on regulations; and more importantly when do we need to be extremely careful in defining what’s approved and how it can be conducted?

1. **Global Gaming Women: Conversations with the C-Suite**

**Ballroom 3**

Join some of our industry's most inspiring female C-Suite leaders, as they share their experiences about leadership at a premier panel event. This is a rare opportunity to gain valuable insights and a fresh perspective on topics such as leadership, resilience, the importance of authenticity and grit.

1. **Smart Service: Utilizing Smart Technology to Drive Loyalty and Revenue**

**Greenwood/Cherry St.**

Smart Service, or processes utilizing smart devices and cloud-based software, is reinventing service delivery. Understanding that the casino industry is actually numerous industries rolled into one: Gaming, Hotel, F&B, Entertainment, etc... it's crucial to have a clear understanding of the changing landscape which Smart Service Technology is bringing to each. Discover the benefits of smart service technology including improved customer loyalty, increased revenue, greater accountability, and happier/productive employees. Focusing on a general overview operational professionals should find this interactive seminar highly engaging.