

Oklahoma Indian Gaming Association 2023 Session Outline

Tuesday August 15th

8:30 AM – 9:15 AM

Keynote Speaker – Paul Speirs-Hernandez

Steinbeck Communications/Red Wagon Institute

“Power of Can”

Can't is killing your team, your business, and your potential. So, what if no one said “can't”? What if there were a way to change negative to positive? What could that refocused and positive energy do to your team life? Your home life? Your business? And your community? “The Power of Can” is a blend of instruction and inspiration and teaches attendees about harnessing the unlimited power of “can.” Our brains are built to focus on the impossible, which takes just 20% of brain function to do. By refocusing on the possible, we unleash 80% more brain capacity to accomplish anything we (literally) set our minds to. Attendees will leave this keynote empowered to accomplish big things.

9:30 AM – 10:15 AM

- Responsible Gaming in Oklahoma: A Review of the 2022 Prevalence Study
- Decisions in the Courts: Seminole Outcome and Impact | Bankruptcy applying to Tribes | ICWA
- Statistics on F&B Internal Theft: How to Spot it & Prevent it
- Operating Budgets: Leveraging Technology for Success
- NIGC: Use of Revenue Panel
- Corporate Responsibility Messaging: It's value and its Appeal
- Sports Betting Review: 5 Years of Trends, Numbers, Advancement and Players
- Workforce expansion through cross-functional learning

10:30 AM – 11:00 AM

- Executive Roundtable
- Gaming Legislation/Initiative Outcomes. What's next for moving forward?
A look at CA, MN, OK and TX what was experienced and learned for approaches in the future
- Marketing & Player Development: How we look at Average Daily Theoretical and Theoretical Rating
- Financing Development: Diversifying or expanding in an era of high interest rates. What to consider, how to be creative!
- NIGC: Facility License Review with EPHS Checklist Review
- Anti Money Laundering: Tracking Increased Payment Methods and Games

- Player Acquisition and Affiliates: Defining Costs & Accentuating Advantages
- Taking on the digital challenge, from the gaming floor to every corner of the casino.

Wednesday August 16th

9:00 AM – 9:45 AM

- Global Gaming Women
- Federal Slot Tax Threshold: Status and Implications
- Slot Floor Optimization: Maximizing the return in your mix
- Mobile Regs: Setting a Standard for Mobile on Premise
- Bridging the Gap Between Tribal Council and Marketing: How marketers can be fully prepared to present multi-million-dollar contracts and budgets
- Branding: Differentiators and Ambassadors
- Casino Executives Speak Out– Keeping Revenues Soaring, Expansions, Workforce Development and more
- Investing in Casino Sponsorships & Relationships: Marketing the Partnership and Managing the Value

10:00 AM -10:45 AM

- Industry Emerging Leaders: A discussion with Global Gaming Business magazine identified emerging leaders. How do they get to this point, what lies ahead for them and the industry. What leaders do they follow and why?
- History of Oklahoma Gaming: Impact of Recent Trends on the Future
- Access to Financing
- Regulatory Oversight in an Expanding Gaming Landscape: Mobile, New games, sports betting and updated requirements
- Mining the data: Capturing trends, habits and opportunities to engage with your patrons
- Cyber Security: Casinos Don't Gamble with Security
- Development Executives: Time to Invest or Re-Invest. Diversify or Expand?
- Class II on Premise Expansion: What's new, what's next?

11:00 AM – 11:45 AM

- Building Professional Relationships: Creating a Sustainable System

- Anti Human Trafficking: Awareness and Education are Essential Tools
- Surveillance - Eye in the Sky Monitoring Bad Actors and More
- Cash Flow Analysis: Projecting Property Trends
- Disaster Preparedness
- Home Grown Outreach: Rural Casino Approach to the Locals Market
- Geolocation and How It Works: Pinpointing the Player Maintaining Compliance
- Ladies of Sports Gaming: Women defining a Demographic Growth Potenti