

- 7 international perspectives**
- 6 interactive panel sessions**
- 2 intensive days**
- 1 comprehensive masterclass**

The 15th Annual



GES

Gaming Executive Summit Australasia 2007

2-4 April 2007, Sydney Harbour Marriott, Australia

Key speakers include:



Jan Jones
Senior Vice President
Harrahs
Entertainment, USA



Andrew MacDonald
General Manager
SkyCity Entertainment
Group, NZ



Chuck Hickey
Director of Slot Operations
Barona Valley Ranch
Resort, USA



Jonathan Galaviz
Partner
Globalysis, USA



Con Kafataris
CEO
Centrebet



Stuart Wing
General Manager
Jupiters Townsville
Hotel and Casino



Danny Munk
COO
Panthers
Entertainment Group



Full House!

Australasia's most established gaming summit

- Gain insights from leading Australasian and international gaming experts
- Capitalise on the latest in cutting-edge gaming technology
- Understand and create the right customer experience
- Identify the next big thing in gaming
- Hear best practice marketing and design strategies for gaming venues

PLUS don't miss the full-day post-conference Masterclass

**Gaming Executive School:
Strategic leadership for gaming and venue management**

Early bird discount

Book before
Thursday 15 February 2007
to save over \$400!

Endorsed by:



Researched and produced by:



Australasia's most established executive gaming summit

Creating innovation and new experiences in the dynamic gaming market

The 15th Annual *Gaming Executive Summit Australasia* is the region's leading educational and networking forum specifically dedicated to exploring key gaming issues for managers of casinos, clubs, hotels and online operators.

The 15th Annual *Gaming Executive Summit Australasia* brings together leading experts in the Australasian region as well as the US, UK and Asia to share information and knowledge in the dynamic gaming market.

"Australia is a gaming mecca with the potential to be the premier innovator in the world."

Be at the forefront of gaming innovation as new technologies are discussed and opportunities for your business outlined. Australia has the potential to be seen as a dynamic force in the gaming market as new technologies such as Ticket-In-Ticket-Out systems and innovations of server-based poker machines create opportunities for gaming operators and increase patrons' experiences.

Key themes to be explored that will impact how you operate include:

- Global strategies for gaming
- Investing in gaming and venues
- Grappling with regulation
- Assessing the latest in gaming innovations and experience
- Interactive, on-line and e-gaming
- The future of gaming

You can't afford to miss the 15th Annual *Gaming Executive Summit Australasia 2007* with so much happening internationally, in our region and in our backyard. Make sure you are informed and at the cutting-edge of gaming operations and book your place today.

Register before
15 February 2007 and
save over \$400



“Interesting and relevant topics, a good opportunity to network.”

Chris McIntyre, Deputy Director, NT Treasury

Key speakers include:



Jan Jones
Senior Vice President –
Communications and
Government Relations
Harrahs Entertainment, USA

Jan will be providing a global perspective on leading strategies in gaming.



Chuck Hickey
Director of Slot Operations
Barona Valley Ranch Resort, USA

Chuck will be sharing his experience of server-based gaming tests at Barona Valley.



Andrew MacDonald
General Manager, International
Business Development
**SkyCity Entertainment
Group, NZ**

Widely respected around the world in many areas of gaming, Andrew will be chairing day one of the conference.



Danny Munk
COO
**Panthers Entertainment
Group**

Danny will discuss the opportunities resulting from the Ticket-In-Ticket-Out technology trials.

The Terrapinn

- Real case studies
- PowerPoint actively discouraged. Interaction and humour encouraged
- Q&A sessions a formal part of proceedings
- Panel sessions creating a talk show rather than a lecture
- Speed networking enabling everyone to meet everyone
- Contact: organise meetings before, during and after the event

Commit: leading innovative approaches to gaming

Why you should attend?

- **DEVELOP** your marketing strategy and strengthen your retention of customers
- **UNDERSTAND** the innovative approaches to regulation constraints
- **NETWORK** with leading international and Australasian gaming executives
- **ASSESS** the features and benefits of new gaming technologies
- **CAPITALISE** on the surging Australian market for poker and new gaming products
- **UNDERSTAND** punters preferences in the Australian and international markets
- **BUILD** relationships with other on-line, mobile and interactive technology leaders



Full House!



“A wide and diverse collection of topics were covered and up-to-date knowledge. Presentations were well prepared and interesting.”

William Cormack, Director Game Design, Aristocrat Technologies

difference

- Cocktails to network and relax
- An extensive marketing campaign
- Real value for sponsors and speakers
- Music: tune into the event theme



A Terrapinn event is an experience

Key speakers include:



Jonathan Galaviz
Partner
Globalysis, USA



Con Kafataris
CEO
Centrebet



Andrew Wilkinson
CEO
ALE Property Group



Stuart Wing,
Managing Director,
Jupiters Townsville Hotel and Casino



Kevin Smith,
Director of Communications,
BetonSports



Rick Smith,
Executive Director,
Interactive Gaming Council

Full House!

Day One, Monday 2 April 2007

8:30 Registration and welcome coffee

9:00 Opening remarks from the chair

Andrew MacDonald, *General Manager International Business Development*, **Sky City Entertainment Group**

GLOBAL STRATEGIES FOR GAMING

International keynote address

9.10 Leading strategies for the complete gaming experience

- The importance of combining gaming with tourism, entertainment and other non gaming revenue
- Creating innovative customer experiences
- Pursuing best practice in your gaming and entertainment business
- The future of gaming; growth, innovation and social responsibility

Jan Jones, *Senior Vice President*, **Harrahs Entertainment, USA**

International address

9.40 The next gaming hotspot

- Assessing opportunities in Vietnam, Thailand, Cambodia and the Philippines
- Liberalising the gaming sector – strong growth prospects and investment opportunities
- Current political initiatives, regulatory frameworks and timelines
- What does it all mean for operators?

Jonathan Galaviz, *Partner*, **Globalysis, USA**

10.20 Morning tea and coffee

10.50 New innovations, new experiences, new efficiencies

- Improving player experience and creating new efficiencies for casino operators
- The latest technology involved in server-based downloadable games
- Evaluating the customer response to choice and playability
- Financial involvement and logistics of operating machines on the floor
- The value for operators, regulators, manufacturers and customers

Chuck Hickey, *Director of Slot Operations*, **Barona Valley Ranch Resort, USA**

INVESTMENT IN GAMING AND VENUES

Interactive Panel Session

11.30 Global market opportunities and consolidation of the gaming industry

- What is the current state of the gaming industry internationally?
- Where to look for growth: Asia, online, mobile?
- What is the next phase of consolidation
- What technological innovations are – and should be – pursued?
- What are the best ways of dealing with regulation, smoking bans and anti-money laundering legislation?
- What is the future for gaming in this region?

Moderator: Chris Downy, *Executive Director*, **Australian Casino Association**

Panellists: Jan Jones, *Senior Vice President Communications and Government Relations*, **Harrahs Entertainment, USA**

Jonathan Galaviz, *Partner*, **Globalysis, USA**

Jenny Owen, *Director Gaming and Educational Services*, **Citigroup**

James Stewart, *Managing Director*, **US Gaming & Leisure, UBS, USA**

12.20 Lunch

1.30 Is property ownership core business for the gaming industry?

- Investing in infrastructure and property that supports the industry

- Assessing the involvement of institutional investors, financiers, fund managers and large pub owners
- Gaining returns on portfolios: Investment, infrastructure, gaming assets
- What are the opportunities for growth?

Andrew Wilkinson, *Managing Director*, **ALE Property Group**

2.00 Speed Networking – fast and interactive networking session.

SPEED NETWORKING Bring 100+ business cards



2.50 Afternoon tea and coffee

GRAPPLING WITH REGULATION

Interactive panel session

3.20 Progressive and innovative approaches to gaming regulation

- Becoming a leading gambling jurisdiction
- Analysing the challenges of regulation; smoking bans, licences and a changing industry
- What makes for a conducive environment for gaming?
- Balancing the economic benefits and socio-political impacts of gaming

Panellists: Elizabeth Morris, *Executive Director, Racing, Gaming and Licensing*, **Northern Territory Treasury, Northern Territory Government**

Michael Sarquis, *Executive Director*, **Queensland Office of Gaming Regulation**

Bert Elson, *Director*, **Liquor and Gaming, Department of Treasury and Finance, Tasmania**

4.00 Terrorists and drug money? Assessing the reality of anti-money laundering

- Where is the legislation heading?
- What are the legitimate concerns for clubs and casinos?
- What is the cost of compliance?
- What are the key components of an effective AML program?

Neil Jensen, *Director*, **Austrac**

4.30 Closing remarks from the chair

4.40 Cocktail reception



Special offer for clubs

Receive a generous discount when you register for the **Gaming Executive Summit Australasia 2007**. Pay only **\$995** (plus GST) when you register for the 2 day conference – see back of the brochure for more details.



Day Two, Tuesday 3 April 2007**8.30 Welcome coffee****9.00 Opening remarks from the chair****ASSESSING THE LATEST INNOVATIONS AND EXPERIENCE****Interactive Panel Session****9.05 No Limit – Securing the most out of the poker boom**

- What value does a poker tournament add to a casino, club or hotel?
- Does poker attract a different kind of patron?
- Making the most out of the attraction; poker games, satellite matches and interactive technology
- What is the latest in poker technology for venues/online?
- Has the poker phenomenon reached its peak? What is the next big thing?

Panellists: Stuart Wing, General Manager, Jupiters Townsville Hotel and Casino

Martin Martinez, Director, Australian Poker League

Richard O'Neill, General Manager, National Poker League

Interactive Panel Session**9.45 Server-based and downloadable games in Australia: A reality in the near future?**

- How can operators balance marketing innovation with responsible gaming?
- Unlocking the functions and value of server-based innovations, flexibility in theme and denomination
- What are the benefits of gaming diversification for customers and operators
- Moving from a downloadable game to a personalised game
- What is the timeline for the introduction of this type of gaming in Australia?

Panellists: Chuck Hickey, Director of Slot Operations, Barona Valley Ranch Resort, USA

Stuart Wing, General Manager, Jupiters Townsville Hotel and Casino

Danny Munk, COO, Panthers Entertainment Group

Michael Sarquis, Executive Director, Queensland Office of Gaming Regulation

10.25 Morning tea and coffee**Panel Session****10.55 Technology and Casinos**

- Innovative and integrated solutions to the gaming industry
- Generating efficiencies across venues
- Maximising ROI from technology investments

11.40 Ticket In Ticket Out – Cashless gaming in Australia

- What has been learnt from conducting the TITO concept trials?
- Benefits for players, operators and regulators; from customer satisfaction to the flexibility of dealing with smoking bans
- Where are we now? The completed trials, functional machines, how will they work with venues?
- The next phase : Combining TITO with player loyalty and reward schemes, CCCE and card-based technology

Danny Munk, COO, Panthers Entertainment Group

12.10 Interactive Roundtable Discussions**INTERACTIVE Round Table Discussions**

Interactive roundtable discussions on gaming each facilitated by an industry expert.

Roundtable 1: Offshore gaming opportunities

Roundtable 2: Online gaming, poker and the future

Roundtable 3: Responsible gaming: regulation, design and community

Roundtable 4: The challenges and opportunities of club management

12.50 Lunch**INTERACTIVE, ON-LINE AND E-GAMING****Interactive Panel Session****1.50 Innovations in gaming technology**

- What are the opportunities for gaming venues, companies and customers: entertainment, security, efficiency, loyalty?
- How is mobile gambling shaping traditional/internet gambling and the telecommunications industry
- What can be learnt by adapting lessons from online gambling?
- What are the struggles with compliance issues and restrictions?

Panellists: Rick Smith, Executive Director, Interactive Gaming Council

Jennifer Allsop, Managing Director, Mc3global, UK

Richard Glynn, CEO, Sporting Index, UK

2.30 The growth and evolution of Interactive TV in gaming

- The development of the iTV games and gambling markets
- What is happening now with digital and iTV?
- Gaining a foothold in this challenging sector, what are the opportunities?
- How will this impact the casinos, clubs, pubs and online gaming

Jennifer Allsop, Managing Director, Mc3global, UK

Interactive Panel Session**3.00 Risks and opportunities with sports and online betting**

- What are the legal implications from the current US situation?
- Combining racing/wagering, sports, poker and casino into an online environment
- What are the threats from punters using technology such as sophisticated betting programs?
- Race fields legislation: ploughing back into the gaming industry
- Forming beneficial gaming partnerships
- How to provide topicality and differentiation in a low margin, commoditised world

Panellists: Con Kafataris, CEO, Centrebet

Rick Smith, Executive Director, Interactive Gaming Council

Kevin Smith, Director of Communications, BetonSports

Richard Glynn, CEO, Sporting Index, UK

Alan Eskander, Managing Director, Betstar

3.40 Afternoon tea and coffee**4.10 Customer loyalty and the entertainment betting business**

- In-running betting : the basis for customer loyalty and gaming revenue
- Growing and maintaining market leadership
- The impact and opportunities of mobile wireless technology on sports betting

Richard Glynn, CEO, Sporting Index, UK

THE FUTURE OF GAMING**4.40 Identifying new revenue streams through the convergence of gambling, gaming and entertainment**

- Using the very latest technology to create a user-friendly customer experience
- Creating innovative marketing strategies for a complex regulatory environment
- Building customer trust and satisfaction through designated customer service to ensure brand loyalty and long-term revenues
- Evaluating the future of online gaming and identifying the products that are likely to lead the way

Kevin Smith, Director of Communications, BetonSports

5.10 Closing remarks from the chair. Close of conference

Separately bookable post conference masterclass

Gaming Executive School: Strategic leadership for gaming and venue management

Introduction

A comprehensive training day for all managers and leaders in the gaming industry. This masterclass will cover key issues such as achieving world-class leadership in Operations, Venue Management, Technology and Innovation, Marketing, and Responsible Gaming. Grow your skills and experience in this interactive and practical leadership workshop.

Agenda

Operations: Key Issues in gaming

- Strategic planning; venue, patrons, experience, game offerings
- Finance and anti money laundering strategy
- Developing responsible gaming policies
- Compliance issues and challenges
- Internet and gambling

Technology and Innovations: Opportunities and implications

- New technology for gaming venues
- Impact of technology on the gaming market
- Implications for industry, regulators and society
- Marketing strategy and customer loyalty

Leadership: Creating effective management

- Leading and managing: what are the key drivers?
- Designing an effective management approach
- Strategic planning and management
- The importance of communication
- Improving your venue, customer experience and bottom line

Case study A: Getting it wrong

Case study B: Getting it right

About your Masterclass leader



Ricardo Siu is an assistant professor of Economics and International Finance servicing the Faculty of Business Administration at the University of Macau. At the same time, he also serves as the coordinator of the Gaming Management program at the Faculty. He is a well-known scholar in the study of the development of casino industries in Macao and East Asia. He has been a speaker at many gaming seminars in this region.

Masterclass times and documentation

Registration for the Masterclass commences at 8:30am. The course will commence at 9:00pm, and conclude at 5:00pm. Refreshments will be provided. Participants will receive comprehensive course documentation, including all presentation material.

The Terrapinn Difference

At Terrapinn we pride ourselves not only on the seniority and expertise of our speakers, but also on the unique conference experiences we offer you as a delegate. As well as the ample networking breaks we provide, we offer an exciting conference format that maintains everybody's interest and gives you personally the chance to get involved in the debate.



Bring 100+ business cards!

This is the revolutionary, exciting, quick and non-pressurised way to meet fellow conference delegates and industry peers in one 50-minute session. These brief meetings are the starting point for conversation and networking throughout the conference. This is where long-lasting and profitable business relationships begin.



Gain new business contacts



Delegates have the option to choose from four round tables each led by an industry expert. These interactive sessions will enable delegates to come away with unique insights into the issues like-minded organisations are facing.



High-level interactive panel discussions. These sessions offer you the chance to ask the questions you want answers for!



Our unique Contact system enables you to set up meetings before, during and after the event. You can search attendees and then email them directly without ever seeing their email address. We facilitate first contact and you take it from there.

LIMITED PLACES ARE AVAILABLE FOR THIS MASTERCLASS

Take advantage of this opportunity to gain a deeper understanding of gaming leadership. Save over \$400 when you register for the conference and masterclass before 15 February 2007. Fax your registration to +61 2 9281 5517

Full House!

Sponsor the *Gaming Executive Summit Australasia 2007*

Do more business with gaming operators

The **15th Annual Gaming Executive Summit Australasia 2007** brings leading gaming executives to this educational and networking forum highlighting innovation in gaming operation and technology. Make sure that you are part of this industry event to meet potential clients and strengthen relationships with existing clients.

As a sponsor you will have unique opportunities to:

- **Promote your firm as leaders and innovators** in the gaming industry
- **Attract new clients** from casinos, clubs and hotels in Australia and internationally
- **Develop your current relationships** via education and onsite networking activities
- **Grow your market share** by educating potential clients on your capabilities
- **Create lasting brand association** to ensure that operators think of you when they consider gaming opportunities
- **Get more from your marketing budget** as a result of this highly-targeted solution

The *Gaming Executive Summit Australasia 2007* is a direct path to more business opportunities in the gaming market.



Who should sponsor?

- Gaming Equipment suppliers
- Gaming Technology Providers
- Security Systems
- Platform Providers
- Service Providers
- Gaming Consultants
- Legal Firms
- Online Gaming Systems
- Machine Manufacturers
- Payment Solutions
- Testing and Verification Systems

As a sponsor you can expect:

Before the event

Access to all registered delegates through our unique 'CONTACT' system enabling you to **schedule business meetings prior to the event**.

A visible presence throughout the pre-event marketing campaign providing maximum exposure to the market. Your logo will appear in press releases, direct mail and fax campaigns, advertisements in leading industry publications and websites.

Invite your most valued clients and colleagues and give them an experience they'll talk about! You'll receive a number of discounted invitations for your VIP's, clients and colleagues.

Leverage the potential of your investment. During the lead up to an event we'll closely monitor your participation to ensure you're making the most of your sponsorship.

During the event

Network, relax and do business

Structured networking sessions such as **Speed Networking** provide a format for you to **meet delegates and build your industry contacts**. In as little as 50 minutes you can meet every delegate, then continue to develop these relationships with key contacts during the Cocktail reception.

Get noticed and create a buzz from a highly visible presence – exhibiting, branding and onsite signage are just some of the options available during an event.

After the event

As a sponsor you will have **continued access to the delegates** through CONTACT as well as access to the presentation and white papers from the congress. Your Terrapinn team will provide you with a **post congress evaluation report** so you can see the full value of your participation and investment.

No other gaming event can give you **one-to-one access to senior decision-makers** representing gaming companies from around the globe. We provide you with the means to make the initial contact and then it's up to you to forge new business opportunities.

Capitalise on exclusive opportunities at the *Gaming Executive Summit Australasia 2007*. Call Teik H. Tan on +61 2 9005 0714 or email teik-heng.tan@terrapinn.com

Fax back response form to +61 2 9281 5517

Yes! I am interested in sponsoring the *Gaming Executive Summit Australasia 2007*. Please contact me to discuss the best options available for my business needs.

Name:

Job title:

Company:

Tel:

Fax:

Email:

Mobile:

Registration form



2-4 April 2007, Star City, Sydney, Australia

5 easy ways to register

Register: +61 2 9005 0777
Enquiries: +61 2 9005 0764
Fax: +61 2 9281 5517
On-line: www.terrapinn.com/2007/gaming
Mail: Gaming Executive Summit Australasia 2007, Terrapinn (Australia) Pty Ltd, GPO Box 3924, Sydney, NSW, 2001

Yes, please register me for:

Package	Dates	Price before 15 February 2007 (\$AUD)	Price after 15 February 2007 (\$AUD)
<input type="checkbox"/> 2 day conference plus full-day Masterclass	2-4 April 2007	\$3,771.0 + GST = \$4,148.10 Save \$419.00	\$4,190.00 + GST = \$4,609.00
<input type="checkbox"/> 2 day conference only	2-3 April 2007	\$2,605.50 + GST = \$2,866.05 Save \$289.50	\$2,895.00 + GST = \$3,184.50
<input type="checkbox"/> Masterclass only	4 April 2007	\$1,525.50 + GST = \$1,678.05 Save \$169.50	\$1,695.00 + GST = \$1,864.50

Early bird discount: Register and pay by **15 February 2007** and receive 10% discount off the pre-GST registration fee.
Payment terms: 14 days. GST is charged at the local rate. Registration fee includes lunch, refreshments and full conference documentation. Delegates may be refused admission if payment is not received prior to the conference. The fee does not include hotel accommodation.

Special package for Clubs – please call us to check eligibility

Package	Date	Price (\$AUD)	Saving (\$AUD)
<input type="checkbox"/> 2 day conference only	2-3 April 2007	\$995.00 + GST = \$1,094.50	SAVE \$1,900.00
<input type="checkbox"/> 2 day conference plus full-day Masterclass	2-4 April 2007	\$1,595.00 + GST = \$1,754.50	SAVE \$2,595.00

Corporate groups. Yes, I want to send the team and save even more

Delegates	Package	Discount	Group price (\$AUD)	Savings (\$AUD)
<input type="checkbox"/> 3	2 day conference plus Masterclass	10%	\$11,313.00 + GST = \$12,444.30	SAVE \$1,257.00
<input type="checkbox"/> 6	2 day conference plus Masterclass	20%	\$20,112.00 + GST = \$22,123.20	SAVE \$5,028.00
<input type="checkbox"/> 8	2 day conference plus Masterclass	25%	\$25,140.00 + GST = \$27,654.00	SAVE \$8,380.00

** Corporate booking prices cannot be used in conjunction with any other promotional prices. Only one discount applies.

Attendee details

	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1					
2					
3					

For groups of more than 3 please attach a separate sheet with details of all attendees.

Company details

Signatory must be authorised to sign on behalf of contracting organisation

Name:

Job title:

Authorising signature:

Email:

Organisation name:

Industry:

Address:

Postcode: Country:

Tel: Fax:

Method of payment

Registration is ONLY confirmed on receipt of payment

Bank Transfer Crossed cheque payable to Terrapinn (Australia) Pty Ltd

Please invoice me Diners Club Mastercard Visa American Express

Card No: Expiry:

Signature:

Bank Transfers: Account name: Terrapinn (Australia) Pty Ltd, Bank Name: National Australia Bank
 Address: Pitt and Hunter Street, Sydney NSW 2000 Australia
 BSB Code: 082067 Account Number: 04-714-0334 Ref: 151803

For official use only

Received: Date: Conference code: 151803 ABCDEFGHJKLMNPOQRSTUVWXYZ

Venue and hotel accommodation

Venue: Sydney Harbour Marriott
 30 Pitt Street, Sydney, NSW 2000
 Phone: +61 2 9259 7000 Fax: +61 2 9252 2352

Travel and Accommodation:
 Travelcorp can help with flight bookings and special negotiated hotel accommodation rates for conference delegates. Please contact Davinia at Travelcorp for all reservations. Tel: +61 2 9563 2902, Fax: +61 2 9563 2900, Email: davinia@travelcorp.com.au

Privacy Disclosure Statement

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Cancellations

Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee plus \$250 (+GST) administrative charge will be made for cancellations received in writing at least 2 weeks prior to the conference. Alternatively, you may choose a credit note for the full value of the registration price which may be put towards another Terrapinn event. The company regrets that no cancellations will be accepted within two weeks of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Course documentation will, however, be sent to the delegate. Terrapinn reserves the right to alter the programme without notice.