

September 13, 2017

TIG COUNTDOWN TO G2E 2017

Disrupting Stale Casino Practices

What has always worked will always work, but does it keep you ahead of the curve?

The Innovation Group (TIG) is bringing some fresh ideas to G2E 2017 to push your operation in a new direction. Come learn more at the following sessions in the AGA Innovation Lab on the G2E show floor.

Tuesday, October 3, 2:30 - 2:45 p.m.

Custom Solutions: Operator-driven Innovations

TIG President Michael Soll will lead a Q&A with Rom Hendler, CEO of InnoVel, a gaming industry veteran now leading a venture capitalist firm that connects hospitality companies with cutting-edge technology startups. Their conversation will explore how hospitality companies can innovate unique, cost-effective technological solutions with a partner rather than relying on vendor-provided tools.

Thursday, October 5, 11:45 a.m. - 12:00 p.m.

Maximizing Loyalty: The Partner Currency Model

Innovation Analytics Principal Brian Wyman will explore a variety of models for the conversion of customer loyalty points to currency through partnerships with companies like Plenti, Amazon and Netflix.

Look for more information about other educational opportunities that The Innovation Group will be leading next month in Las Vegas as we continue our Countdown to G2E 2017. Please [click here](#) to contact our staff about meeting on-site.

About The Innovation Group:

The Innovation Group has long been recognized as the world's most respected and sought-after research and advisory firm, specializing in the gaming, entertainment, hospitality and leisure industries. To date, our research and analyses have driven over \$100 billion in investment decisions across more than 80 countries and six continents. The Innovation Group's accuracy and reliability is unparalleled, with our forecasts historically tracking within 5% of actual revenues across the most complex of gaming jurisdictions throughout the globe.