

TIG COUNTDOWN TO G2E 2017

Data-driven Technologies

Experts from The Innovation Group's Innovation Analytics team are excited to discuss new, data-driven technologies next month at G2E. Learn more about the tools Innovation Analytics and its clients are using to optimize customer experience and engagement at the following sessions:

Wednesday, October 4 | Veronese 2401

1:30 - 2:30

Location, Location, Location: Technology to Drive Customer Engagement

Join Innovation Analytics Principal Brian Wyman and a panel of industry experts for a discussion about how to leverage the latest technologies to reach current customers and talk to prospects in ways you've never considered. Topics to be discussed will include geo-fencing and geo-audience targeting, maximizing engagement through mobile and the identification of look-alike audiences.

Wednesday, October 4 | Booth #2848, Innovation Lab

4:00 - 4:15

Emerging Technologies: Measurement and Value

Innovation Analytics Principal Anthony Mason will lead a conversation exploring how data derived from emerging products such as daily fantasy sports and skill-based

games can be used to make product, placement and customer reinvestment/segmentation decisions.

Look for more information about other educational opportunities that The Innovation Group will be leading next month in Las Vegas, including disrupting stale casino practices, 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.