

‘UnMarketing’ Influencer Scott Stratten to Present Keynote at Global Gaming Expo

LAS VEGAS — Embracing the constantly evolving gaming landscape, [Global Gaming Expo \(G2E\) 2019](#) will offer a dynamic lineup of disruptive voices, including Tuesday’s keynote speaker, Scott Stratten, a top marketing influencer and president of UnMarketing. G2E, the world’s premier international gaming trade show presented by the American Gaming Association (AGA) and organized by Reed Exhibitions, will be held from Oct. 14-17 (Education: Oct. 14-17 | Expo Hall: Oct. 15-17) at the Las Vegas Sands Expo & Convention Center.

“Scott Stratten’s unconventional lessons on ‘UnMarketing’ are crucial to share at G2E, particularly during our current evolution in customer engagement and expectations given the influence of technology on traditional marketing,” **said Allie Barth, AGA’s vice president of industry relations.**

[Media Registration](#) | [Attendee Registration](#)

“We are excited to hear from Scott as he brings his ideas to the G2E Special Events Stage on how the gaming industry can think differently about interacting with the customers who matter most, about everything from world-class guest experiences to entertainment on and off casino floors,” **said Korbi Carrison, G2E event director.**

In his [keynote address](#), Stratten will present strategies and insights from a business leadership perspective and drawing from his experience as a longtime patron of the gaming industry. Stratten is co-host of *UnPodcast* and author of five best-selling books, including *UnMarketing: Everything Has Changed and Nothing is Different*. He ran one of the most successful viral video agencies in the world and now assists companies like Walmart, Pepsi and IBM in navigating the landscape of business disruption.

In addition to his keynote address Tuesday, Oct. 15 at 9 a.m., Stratten will offer a second session titled, [UnMarketing: A Follow Up Q&A](#) Tuesday, Oct. 15, from 3 p.m. – 3:45 p.m.

Notable disruption-themed sessions in G2E’s education offerings include:

- [Artificial Intelligence on the Slot Floor: Optimizing Slot Mix and Product Placement to Maximize Win](#)

- Dr. Stasi Baran, COO, nQube Data Science
- Jason Fiege, CEO, nQube Data Science
- Pat Owens, EGD/Slot Manager, Elwha River Casino

- **Pechanga Case Study: A Disruptive Technology**
 - Stuart Kerr, Chief Data Scientist, Pechanga Resort Casino
 - Angie Litchy, Chief Innovation Officer, Mille Lacs Corporate Ventures (MLCV)

- **Applications for Virtual Reality in Gaming (Innovation Lab)**
 - Christopher Crescitelli, Founder/CEO, Dreamland/VR Arcade

- **Mobile First Player & Guest Experience: Transforming the Operations of a Casino Resort**
 - Craig Duncan, Chief Revenue Officer, Venuetize
 - Brian Uran, Vice President of Loyalty Marketing, Live! Casino Hotel
 - Tony Williams, Co-Founder & Inventor, JACK Entertainment IP- GT Connect
 - Michael Paulos, COO, Engaged Nation (Moderator)