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## **Talent more important than technology, argues Juegos Miami speaker**

The development of human talent is the key to the future of land-based casinos and gaming operations generally, according to Kym Sleezer, President of the Tripple Ripple Group. Sleezer's claim comes ahead of his appearance as one of the 48 speakers who will be sharing their insight at the forthcoming Juegos Miami, the unique C-Level event for the Pan Latin American and Caribbean gaming industry taking place across May 30 – June 1, at the Biltmore Hotel, Miami.

He explained: "Developing talent is the biggest chance for all operators to stay in business. Technology by itself does not solve all issues, it is only useful for those who can use it. As an industry, we need to focus on developing and growing talent. It is the human element which identifies chances in real time before integrating technology. Companies need to allow disruptive thinking in the process to achieve efficiency, optimization and innovation, and understand that the biggest opportunities lie with those who are constantly experiencing it and even more directly, with their personnel."

Sleezer continued: "We are experiencing an unprecedented technological era. Exponential technologies will have a direct impact on the four axes of the business: revenue, costs, customers and personnel. They will optimize innovation, business intelligence, customer knowledge and also the business and management automatization. On top of that, they will boost those technology-based businesses with a continued incorporation and focus on sustained renovation.

"This opportunity to share space at a bespoke event for the industry is a win-win collaborative achievement. The common interest at Juegos Miami is to optimize the impact and knowledge of expectations, and the goal is to achieve engagement, dialogue and transparency for the sake of common objectives. It also offers the casino sector the chance to talk about new technologies and trends, and with all the topics covered, it creates a mechanism to deliver and analyse the industry's health."

*Juegos Miami, which has been co-located with the North America facing GiGse, is a bespoke business event created by Clarion Gaming to meet the specific demands of the Pan-Latin American and Caribbean markets. It features a powerful, strategic and hands-on learning programme presented alongside a line-up of inspirational exhibitors and sponsors. The event, which last year attracted exhibitors and representatives from a total of 44 countries will represent all forms of gaming – casino, bingo, betting, sports betting, payments, lottery and social - whatever the means of delivery – land-based, online and mobile – to help meet the rapidly growing needs of Latin American and Caribbean operators and stakeholders. Juegos Miami is an invitation only conference for senior decision makers (owner, director, C-Level exec) from operating companies (private and public including state*

lotteries), government and regulators from the Latin America and Caribbean regions. For more information on participating in this event, visit [www.juegosmiami.com](http://www.juegosmiami.com)

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**Image:**

*Kym Sleezer, President of the Tripple Ripple Group, who will be part of the Juegos Miami Land-Based Stream on Day Two (31 May 2018)*