

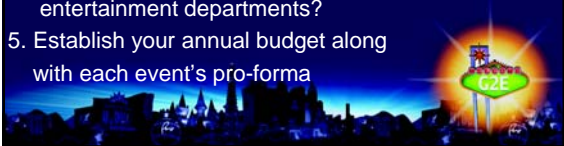
Booking the Best: The Art and Science of Casino Talent Buying

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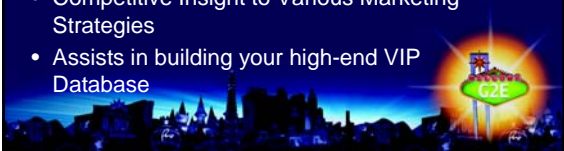
Produce A Strategic Analysis of Your Current Entertainment Program

1. How are your entertainment decisions made?
2. What is your long-term plan of entertainment?
3. Quantify your "customer touches" before a player becomes a VIP
4. What is the relationship between your marketing & entertainment departments?
5. Establish your annual budget along with each event's pro-forma



Value Added Services of Entertainment

- Artist Selection based on demographics
- Automated Ticketing Recommendations
- Provides You the Competitive Edge through database marketing
- Competitive Insight to Various Marketing Strategies
- Assists in building your high-end VIP Database



Live Entertainment
*Strategies That Consistently
Have Worked For Casinos*

1. Set Realistic Budgets
2. Analyze Current Program
3. Staff Your Program with the Right People
4. Complete Venue Design
5. Technical Recommendations
6. Corporate Sponsorship & Naming Rights Programs




**Using Entertainment To Fill The
Seats With The Right People**

- Preparation of the right target market
- Choosing the right entertainers to drive gaming
- The talent agent is a wealth of information
- Calling your peers for gaming revenue info
- Hard ticket sales are not necessarily what you are looking for
- Intelligent booking is the key



**Outsourcing Your Talent
Buying**

- The Con's:
It looks like it costs you money
You can feel like you are not in control
Who do you trust?
Can your outsource really understand your needs?



Outsourcing Your Talent Buying

- The Pro's:

Block booking becomes easier

Your outsource should give you leverage

Your outsource frees up your time

Your management looks at an outsource in a different way

You save money with an outsource

You get what you want

You look better to your boss

