



COURSE PORTFOLIO

2022



Online Gaming Management Masterclass

Comprehensive Online Gaming Training for Executives and Upper Management.

The Online Gaming Management Masterclass training has been designed to enable gaming managers and decision makers to acquire the in-depth knowledge needed to run a successful online gaming operation or expand from Brick and Mortar to online.

Throughout the course, attendees will learn and understand all the major components which influence the gaming offering and the management of a successful online gaming operation. As we navigate through compliance and licensing requirements, platform and technology selection, player acquisition and retention strategies, player protection, bonus policies, and more, we will understand the importance of each element, how they influence each other, and how they impact your strategy and overall profitability.

In this training we enhance the written material with exercises, use cases, KPIs, and examples which are based on trainers' years of experience operating and consulting in dozens of markets, jurisdictions and verticals. This practical and hands-on training experience allows attendees to immediately apply their newly gained knowledge in their own organizations.

Attendees receive a physical copy of the course material, and are eligible for a complimentary follow up consultation with the trainers to address attendee's questions and topics of choice from the course material.

Ideal for: Gaming operator executives and managers (online and B&M), gaming regulators, gaming and media suppliers

Course Agenda:

Session 1: The Online Gaming Ecosystem

Session 2: Gaming Economy and Revenue Generation

Session 3: Responsible Gaming, Fraud, Identity Checks and Anti Money Laundering

Session 4: Bonus Management

Session 5: Player Acquisition, Marketing Channels, and Marketing Technology

Session 6: Player Retention, Promotions, Loyalty and VIP Management

Session 7: Business Planning & The Online Gaming Balance Sheet

Session 8: In Practice - Planning Your Next Steps

Available Versions:

1. Global
2. US focus (increased focus and content on sports betting and expansion from B&M to online)
3. Tribal focus (increased focus and content on sports betting and expansion from B&M to online - tailored specifically for tribal operators)
4. State/Country specific - content can be tailored to specifically address the opportunity and requirements in a single jurisdiction: any US state, Netherlands, Germany, etc.
5. Operator-specific (customized for the requirements of a specific operator or organization)

Course length:

Min: 12 hours (2 days in person / 3-4 days remote)

Max: 15-18 hours (3 days in person / 5 days remote)

- Remote training is taught via Zoom. Sessions are capped at approx. 3h per day.

Digital and Affiliate Marketing for Gaming Operators

In this course, marketing and operations leaders will understand the different factors that gaming operators must consider in order to make effective use of digital channels to promote their activities in regulated markets.

Instructors will share the foundations and complexities of digital and affiliate marketing for online real money operations, while demonstrating the methodology and best practices for creating a winning online marketing strategy.

Attendees will be introduced to proven tactics and essential tools, and will learn from use cases from the US and around the world - things you must do, and pitfalls to avoid.

Attendees receive a physical copy of the course material, and are eligible for a complimentary 30 minute follow up consultation with the trainers to address attendee's questions and topics of choice from the course material.

Ideal for: Marketing leaders and professionals within gaming operators and media agencies

Course Agenda:

- Introduction to Digital Marketing: Concepts, Capabilities and Objectives; Audiences and Targeting; Online Delivery Platforms
- The Mix: Overview of relevant marketing channels, and regulatory impact on the gambling industry
- Affiliates and Performance-based Marketing
- Real World Applications: Convergence strategies; In-house vs. Outsourced Execution; Digital Marketing Strategy; Budget Management
- The Power of Data: Tracking and Attribution Tools; Integrated CRM Platforms; Analytics

Course length: 6-9 hours (1-2 days in person / 2-3 days remote)

- Remote training is taught via Zoom. Sessions are capped at approx. 3h per day.

Affiliate Marketing Management for Online Gaming Operators

In the world of online gaming, a significant portion of your Net Gaming Revenue may be generated by the players that come from affiliates. The Affiliate Marketing Management course provides attendees with a thorough and practical understanding of affiliate marketing within the online gaming industry, with strategies on how to maximize opportunities in this performance based marketing channel.

As competition and regulatory requirements introduce new challenges, it is more important than ever to ensure that your organizations' affiliate marketing operation follows a set of recommended guidelines and best practices, and is well positioned to give your gaming brands an edge. This training will expose attendees to the fundamentals, tools, tactics, and best practices required to significantly improve your bottom line.

Attendees will learn proven strategies to maximize the performance of the affiliate channel, how to successfully engage and negotiate with affiliates, day to day management, and affiliate reporting and KPIs. The training incorporates exercises, and use cases from real world experience.

Attendees receive a physical copy of the course material, and are eligible for a complimentary 30 minute follow up consultation with the trainers to address attendee's questions and topics of choice from the course material.

Ideal for: Gaming executives and management, marketing leaders and professionals within gaming operations, and media agencies.

Course Agenda:

- Introduction to Affiliate Marketing
 - Concept, benefits, and models
 - The 3 Pillars of Affiliate Marketing
 - Types of Affiliates
 - Affiliates in Regulated Markets
 - Commissions and Financial Models

- Affiliate Management in Practice
 - Affiliate Platforms and Technology
 - Affiliate Program Management
 - Affiliate Account Management - day-to-day duties and responsibilities
 - The Lifecycle of Affiliate Management
- Best Practices for Affiliate Management
 - Negotiations
 - Promotions
 - Support
 - Fraud Prevention
 - Terms and Conditions
 - Partnership Management
 - Communications

Course length: 10-12 hours (2 days in person / 3-4 days remote)

- Remote training is taught via Zoom. Sessions are capped at approx. 3h per day.

Expanding Your Casino Brand with Social Gaming

Social Gaming has been adopted by B&M casino operators as a very effective tool for customer engagement and monetization. As a non-gambling offering, Social Gaming products enable B&M operators to engage their patrons with a casino-style experience while away from property, and may help bring them back on property more frequently.

In this course, attendees will understand the characteristics of social gaming products and operations, learn how to select and operate a product that is best suited for their strategy and needs, and familiarize themselves with all the components that contribute to a successful and profitable offer. This training incorporates exercises, and use cases from real world experience.

Attendees receive a physical copy of the course material, and are eligible for a complimentary 30 minute follow up consultation with the trainers to address attendee's questions and topics of choice from the course material.

Ideal for:

Gaming executives and management, marketing and product leaders, and other marketing professionals within B&M gaming operations

Course Agenda:

- Overview of Social Gaming:
 - Characteristics
 - Product Features
 - Regulatory Overview
 - Monetization
 - Rewarding Concepts
- Operations, Marketing, and Analysis:
 - Operational Functions
 - Retention and Engagement Marketing
 - User Acquisition Marketing
 - Promotional Concepts
 - Operational Models
 - Budget Management
 - KPI, Reporting and Analysis

- Making It Happen:
 - Implementation
 - Convergence Strategies
 - Best Practices

Course length: 6-8 hours (1 day in person / 2-3 days remote)

- Remote training is taught via Zoom. Sessions are capped at approx. 3h per day.

The Trainers:

Jason “Wolf” Rosenberg

Wolf has 19 years of online gaming industry experience and has provided expertise and strategic solutions to over 50 gaming operations in Europe, the United States, and the Caribbean. In addition to operational consulting and gaming education, Jason has provided expert market and operations-led insights to help bridge the gap between land-based casino operators, regulatory bodies, and gaming industry service providers across the world.

Wolf specializes in vendor selection, next generation technology, product launch strategy, operational strategy, as well as customized player acquisition, conversion, and retention programs. He has developed and presented key content for leading industry conferences and publications.

In his spare time, Wolf has been of service at Wolf Mountain Sanctuary, a non-profit Native American owned animal rescue since 2000.

Itsik Akiva

iGaming expert with 17 years of experience devising and executing marketing and product strategies for gambling and gaming companies in regulated and emerging markets. Itsik has helped pure online operators (real money, social, esports and skill gaming), as well as land-based and non-gaming operators looking to expand into online and social gaming.

Itsik is known for being process driven with a hands-on approach for the execution of day-to-day marketing and operations. He has leveraged his expertise in digital and traditional marketing, product strategy, customer acquisition, and business development to successfully bring to market and operate multiple online properties in the US, Europe, and Asia.

In addition to consultancy projects, Itsik holds training and educational workshops, speaks regularly at gaming conferences and contributes to industry publications.