

Downstream Authority of the Quapaw Tribe of Oklahoma Regular Meeting
November 1, 2018

Meeting Called to Order: 11:10 am

ROLL CALL:	John Berrey, Chairman	Present
	Larry Ramsey, Secretary	Present
	Marilyn Rogers, Member	Present
	Tamara Reeves, Member	Present

DECLARATION OF QUORUM: announced by Larry Ramsey
Jani/Alan/Melissa/Barry

Marketing

- Artwork – December
 - Extreme Multiplier
 - 3 options presented
 - #3 choice
 - Cheers to the Holidays
 - 3 options presented
 - #1 choice
 - We Will Rock You
 - 2 options presented
 - #2 with blue background
 - Whole Lotta Cash
 - 3 options presented
 - #3 add logo – green up money
 - Snowman Slam
 - 3 options presented
 - #2 choice
 - Holiday Entertaining Play and Earn
 - 2 options presented
 - #1 choice
 - \$10,000 Christmas Countdown
 - 3 options presented
 - #2 choice
 - Get Cozy Play and Earn
 - 2 options presented
 - #1 choice
- January
 - \$64,000 Flurry of Cash
 - 3 options presented
 - #3 choice
 - Monday Multiplier
 - 3 options presented
 - #3 choice

- Hot Seat Hustle
 - 4 options presented
 - Change item names
 - Every 30 minutes a prize won
 - #4 choice

Break 11:39am

Resume 1:28pm
Jani/ Alan/ Kathy

- Play & Earn items
 - Picnic blanket – YES
 - Round beach towel – YES
- Promotions
 - February
 - Puttin Fore Cash
 - Earn entries daily from 1/29/19 to 2/15/19
 - Drawings every 30 minutes from 6pm to 10pm on Fridays Feb 1, 8, and 15
 - Five random grocery items will be on a display. On a 10foot putting green with lines 2 feet apart the player will place the items in order from least to most expensive. The actual prices will be revealed and the player will putt from the closest line that is correct.
 - They will attempt one putt. If they make the put they win a progressive cash prize starting at \$2000 in addition to a \$500 cash voucher. Once a putt is made the prize will start over at \$2000. If they miss it will carry over to the next game.
 - Happiest Hours - Cupid's Q Play
 - Wednesdays Feb 6, 13, 20, & 27
 - For every 25 points earned from 5:30pm to 8:30pm Q club members will receive 1 round of Cupid Q Play
 - Prizes
 - 3 - \$10 Q Play
 - 3 - \$15 Q Play
 - 1 - \$25 Q Play
 - 1 - \$50 Q Play
 - Get the Party Started – Play and Earn
 - 6am -11pm Sunday Feb 10
 - Earn 75 points and swipe at kiosk to receive a bamboo rustic slate 2 tier folding rack
 - 6am – 11pm Tuesday Feb 26
 - Earn 75 points and swipe at the kiosk to receive a bamboo cheese board with tools
 - Game Day Multiplier
 - Feb 3 7am – 11:59pm
 - Swipe players card a kiosk for 3x, 6x, or 9x multiplier

- Sweetheart Scratch and Win
 - 9am – 11pm Saturday Feb 9
 - 9am – 11pm Friday Feb 22
 - Players with a NADT of \$100+ and 3+ visits will receive an invitation in the mail
 - Present mailer at Q Club and pick spot to scratch to reveal prize
 - Prizes
 - \$15 Q Play
 - \$20 Q Play
 - \$50 Q Play
 - \$100 Q Play
 - \$250 Q Play
- Valentine's Day Q play & Cash – Play and Earn
 - 6am – 11pm Tuesday Feb 14
 - The first 735 guests to earn 80 points will swipe at the kiosk to receive a set of 4 stemless wine glasses. Each box will have one of the following Q play or cash amounts:
 - 1 - \$1,000 cash
 - 1 - \$750 cash
 - 2 - \$500 cash
 - 6 - \$100 cash
 - 20 - \$25 Q Play
 - 25 - \$20 Q Play
 - 680 - \$10 Q Play
- Chinese New Year – Lucky Red Envelope
 - 12pm – 10pm – Tuesday Feb 5
 - Members earn 50 points will receive one round of “Lucky Red Envelope” on the kiosk.
 - Prizes
 - 10 - \$10 Q Play
 - 5 - \$25 Q Play
 - 5 - \$50 Q Play
- Easy Cookin Free Gift
 - 11am – 5pm Saturday Feb 2
 - Platinum members and members with a \$75 NADT+ and 3+ trips will receive an invitation in the mail.
 - Swipe at the kiosk for a voucher for a deep fryer/ Multi-cooker
- Weekly/Monthly EGM Tournament
 - Go Gift Yourself
 - Each weekly qualifying session will consist of an average of 6 three minute rounds per hour
 - Sessions will be held Monday and Wednesdays (Weekly tournament sessions)
 - Grave 12am – 1am
 - Day – 1pm – 2pm
 - Swing – 7pm – 8pm

- Players can enter into every weekly tournament for a chance at the weekly prize and the opportunity to advance to the monthly tournament.
- Each player can only participate in 2 sessions per week
- For a \$10 buy-in players can purchase 2 sessions per week.
- For 24 points players can “purchase” an entry
- Top 40 winners from each week will qualify for the monthly tournament
- The monthly tournament date – March 3, 2019
- Prizes
- Top ten of the weekly/monthly scores will be awarded
 - Week 1
 - 1st - Women’s watch with chocolates – approx. vale \$500
 - Week 2
 - 1st - \$500 visa gift card
 - Week 3
 - 1st – Men’s watch with chocolates – approx. value of \$500
 - Week 4
 - 1st - \$500 Visa gift card
 - Week 1/2/3/4
 - 2nd - \$300 Q play
 - 3rd – \$150 Q play
 - 4th – 10th - \$20 Q play
 - Monthly Winners
 - 1st – Airline tickets for 2 and 5 night stay in US Virgin Islands (\$5,000 value, no cash option)
 - 2nd – 3 night stay at Mountain Harbor Resort & Spa on Lake Quachita (\$2,500 value, no cash option)
 - 3rd – massage chair – approx. value \$1000
 - 4th-10th \$100 Q Play

1:44pm – DDA Meeting

Jani

- New Slot Chairs – reviewed fabric options
 - 2000 chairs – discount from vendor
 - 80 attic stock cushions
- Ed Grant – Tribal Member
 - Would like to park car in lot of valet when on the road and truck in RV lot when home
 - Okay per DDA
- Entertainment
 - Feb 16 – Jerrod Niemann
 - April 12 – Tracy Lawrence
 - May 10 – Ronnie Millsap
 - Offers out for summer
 - June – Lady Antebellum
 - August – Brothers Osborn
 - Check on Willie Nelson
- Business Development Manager

- Bill Shapp
- Initial goals - attached
- Job description attached
- Responsibilities – attached
- Effective Jan 1, 2019
- Okay per DDA
- Player Development Manager
 - Brandy Shapp
 - Increase salary to \$75,000, will not be eligible for quarterly bonus (commission)
 - Will be part of the regular bonus structure
- Monetary Donations
 - \$5,000 – Dhegiha 2019 – YES
 - \$25,000 – Watered Gardens – NO
 - \$2,500 (4yr - \$10,000) – NEO Baseball Scoreboard – YES
 - \$3,000 – Quapaw Marshals Shop with a cop – YES
 - \$250 – Seneca Shop with a Cop – YES
 - \$250 – Carl Junction Shop with a Cop – YES
 - \$1,033 – NEO Outlaws Youth Football, uniforms (2 Quapaw players) – referred to Tribe
 - \$1,000 – NATHPO Meeting at Downstream March or April 2019 – YES
 - \$1,000 – Burlsworth Foundation Walk on Luncheon, Dec 3 NWA Convention Center – YES
 - \$2,110 – Capital Assets, Little Rock Regional Chamber ½ page ad – YES

Adjourn 2:17 pm

DOWNSTREAM[®]
CASINO RESORT

CHEERS TO THE
Holidays

SUNDAY, DECEMBER 9, 2018
EARN 75 POINTS BETWEEN 6AM AND 10:55PM TO RECEIVE ONE SET OF LUMINARC HOLIDAY STEMLESS WINE GLASSES.

RECEIVE VOUCHER AT THE KIOSK TO PRESENT AT Q CLUB BETWEEN 9:00 AM - 11:00 PM.
ONE PER PERSON. WHILE SUPPLIES LAST. SEE Q CLUB FOR DETAILS.



TUESDAYS, DECEMBER 11 & 18 | 6:00 PM - 10:30 PM

THE \$10K Christmas COUNTDOWN



EVERY 30 MINUTES 1 PLAYER WILL
WIN \$500 CASH!

DOWNSTREAM[®]
CASINO RESORT

MUST BE ACTIVELY PLAYING ON AN EGM MACHINE WITH Q CLUB CARD INSERTED.
SEE Q CLUB FOR DETAILS.



DOWNSTREAM[®] CASINO RESORT

POINTS FROM ELIGIBLE EGM MACHINES AND
TABLE GAMES WILL BE ADDED
TO BASE POINTS ONLY AND ARE AVAILABLE FOLLOWING DAY.
MAXIMUM OF 100,000 MULTIPLIER POINTS WILL BE ISSUED.
ONE MULTIPLIER PER PERSON, PER DAY.
SEE Q CLUB FOR DETAILS.

SUNDAY, DECEMBER 30 | 7AM - 11:59PM

EXTREME MULTIPLIER

SWIPE AT THE KIOSK TO RECEIVE A
9X, 19X OR 119X POINT MULTIPLIER



JANUARY 4, 11, 18 & 25 | 6:00PM - 10:00PM

\$64,000 *Furry* OF CASH

EVERY 30 MINUTES 2 PLAYERS
HAVE A CHANCE TO

WIN \$500 - \$5,000 CASH!

EARN 25 POINTS

MONDAYS & WEDNESDAYS: RECEIVE 75 ADDITIONAL ENTRIES

MONDAYS: RECEIVE 2X-9X ENTRY MULTIPLIER

TUESDAYS & THURSDAYS: RECEIVE 50 ADDITIONAL ENTRIES

THURSDAYS: RECEIVE A RANDOM BIG DRUM ENTRY RANGING FROM 500-5,000 ENTRIES

FRIDAYS, SATURDAYS & SUNDAYS: RECEIVE 25 ADDITIONAL ENTRIES

SEE Q CLUB FOR DETAILS

DOWNSTREAM
CASINO RESORT



TUESDAY, DECEMBER 4

GET COZY

Play & Earn

EARN 50 POINTS
BETWEEN 6AM & 10:55PM
TO RECEIVE A
PLUSH WINTER THROW

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CASINO RESORT

RECEIVE VOUCHER AT THE KIOSK TO PRESENT AT Q CLUB BETWEEN 9:00 AM - 11:00 PM.
ONE PER PERSON. WHILE SUPPLIES LAST. SEE Q CLUB FOR DETAILS.



SUNDAY, DECEMBER 16

Holiday

ENTERTAINING

Play & Earn

EARN 80 POINTS BETWEEN 6AM AND 10:55PM
TO RECEIVE ONE SET OF FOUR 6"

WINTER WONDERLAND DESSERT PLATES.



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CASINO RESORT

RECEIVE VOUCHER AT THE KIOSK TO PRESENT AT Q CLUB BETWEEN 9:00 AM - 11:00 PM.
ONE PER PERSON. WHILE SUPPLIES LAST. SEE Q CLUB FOR DETAILS.



JANUARY 7 | 14 | 21 | 28 | 2019

7:00 AM - 11:59 PM

MULTIPLIER MONDAY

SWIPE AT THE KIOSK TO PLAY THE SNOWMAN SLAM GAME TO RECEIVE A

**3X, 4X OR 5X
POINT MULTIPLIER**

DOWNSTREAM[®]
CASINO RESORT

POINTS FROM ELIGIBLE EGM MACHINES AND TABLE GAMES
WILL BE ADDED TO BASE POINTS ONLY
AND ARE AVAILABLE FOLLOWING DAY. MAXIMUM OF
100,000 MULTIPLIER POINTS WILL BE ISSUED.
ONE MULTIPLIER PER PERSON, PER DAY.
SEE Q CLUB FOR DETAILS



DECEMBER
3, 10, 17 & 24
7:00AM - 11:59PM



Snowman Slam Multiplier

DOWNSTREAM®
CASINO RESORT



**POINTS FROM ELIGIBLE EGM MACHINES AND TABLE GAMES WILL BE ADDED TO BASE POINTS ONLY AND
ARE AVAILABLE FOLLOWING DAY. MAXIMUM OF 100,000 MULTIPLIER POINTS WILL BE ISSUED.
ONE MULTIPLIER PER PERSON, PER DAY. SEE O CLUB FOR DETAILS**

DOWNSTREAM
CASINO RESORT

WE WILL

ROCK

monday, december 31

EVERY 30 MINUTES FROM 6:00PM -
11:30PM 2 PLAYERS WILL WIN \$500 OR \$1,000.
BOTH WINNERS WILL BE ENTERED INTO THE GRAND PRIZE DRAWING -
JANUARY 1, 2019 | 12:05AM

ALL 24 FINALISTS HAVE A CHANCE
TO WIN UP TO \$20,019 CASH!

DECEMBER 7 | 14 | 21, 2018

6:00PM - 9:00PM | 2 WINNERS EVER
30 MINUTES WILL WIN \$500 CASH

9:15PM - 9:45PM | 2 WINNERS EVER
15 MINUTES WILL WIN \$2,500 CASH

DOWNSTREAM
CASINO RESORT

WHOLE LOTTA
CASH

10:00PM | 1 WINNER
WILL WIN
\$10,000 CASH!

Business Development Manager Initial Goals

- Spend average of three (3) days per week at off property events fulfilling responsibilities of Business Development Manager
- Target 30 – 40 customers per month to personally talk with regarding referrals to Downstream. This should be a mixture of currently hosted guests, high end guests, and emphasis on new card hot players.
- Utilize Constant Contact for trade shows and festivals. Offers will be made based on contact information and preferences. These will be tracked.
- Measuring trade show or festival contacts will utilize Oasis for comped offers. Guests providing information cards will be entered into one of three drawings. One for people who have never been to DCR; One for those that have visited DCR but are not on our mailing lists; and another for guests that are currently receiving some mail from DCR.
- Guests providing email or cell phone numbers will be entered into a database for special offers – i.e., discounted room rates, food discounts, etc.
- Utilize Chamber events to reach wider base of potential new gaming guests; to increase visits of casual gaming guests and to introduce our property to corporate clients. This should result in
 - 100 new card sign ups per month beginning in February 2019
 - 25-30 new card sign ups per month December & January
- Will meet regularly with Sales Department about on-property events and off-property sales events with goal of reaching at least 4 new customers who have never utilized DCR for corporate business or for personal entertainment. Corporate clients will be handed off to Sales but initial referral by Business Development Manager which results in a Sales booking will count as 2 new customers.
- Will determine how to “code” coffee/beef sales referred by BDM.
- Point 1 Finding new business – either personal or corporate
- Point 2 Bringing the new business to Downstream property
- Point 3 Developing the relationship with new business
- Point 4 Rewarding new business
- Point 5 Maintaining the new business

- **Point 6 Determining/assessing value of new gaming guests and subsequently turning over to Marketing for initial play or to Player Development/VIP Services for higher end play to be monitored. Golf leads and Sales leads will be directed to Eagle Creek and/or Sales department for referral follow up.**
- **New card sign ups and referrals will fluctuate seasonally. Business must be built and retained which takes time. Tracking is critical and can be done through Oasis and Viz Explorer. We already have both programs and our Analysis team can build the proper tracking channels.**
- **If this business development does what we anticipate it is capable of doing, we would look at leasing or purchasing a “mobile unit consisting of small tow behind trailer with TV’s, pop up tent and grill plus banner to draw people to our location. Trailer can be commercially wrapped with DCR logo/signage and also acts as a mobile billboard when on the road.**
- **Downstream will refer all Chamber event information for chambers we currently belong to in the 4 state area. Festivals in the 4 states area will be part of the required touchstones. Utilizing existing relationships with hosted and high end guests to reach new referrals can be accomplished through our donations and sponsorships currently being made.**

Downstream Casino Resort Job Description

POSITION:	Business Development Manager
DEPARTMENT:	Marketing/Sales/Player Development
REPORTS TO:	General Manager/
GAMING LICENSE RANK:	Key
PROJECTED EMPLOYEES	1
JOB SALARY GRADE:	

JOB SUMMARY:

Business Development Manager has responsibility to help expand our clientele. They will be the front of the company and must have the dedication and inter-personal skills to create and apply an effective sales strategy. The goal is to drive sustainable financial growth through boosting sales and/or gaming trips and forging strong relationships with clients; developing and maintaining relationships with both potential guests and loyal guests. All functions will be performed within the guidelines of the Downstream Casino Resort policies and procedures, Internal Control Standards and objectives.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Assist Marketing/PD and Sales in creating a strategic business growth and development plan, including target geographic markets, in order to grow and develop new business from within and outside of our area; and to reintroduce customers we have lost over time.
- Develop a growth strategy focused on new introductions to our property, financial gain and customer satisfaction
- Conduct research to identify new markets and customer expectations
- Arrange and/or participate in introductory formal and informal meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Maintain tracking of all contacts, referrals, visits at sponsored trade shows, festivals, chamber events and other sponsored functions and conversion to DCR property visits. Provide feedback and follow up
- This position requires systematic, organized sales techniques and excellent sales and closing skills in order to grow the amount of business sent to Downstream Casino Resort by our Business Development Manager.
- Create and implement customized events that will assist in bringing business to Downstream Casino Resort. Creativity is a must for this position.
- Requires excellent time management and sales skills.
- Establishes and maintains the goodwill of players, based on personal knowledge of the individual.
- May correspond with players via multiple venues, including mail, e-mail and/or phone calls and social media with new guests as needed.

- Represent Downstream Casino Resort at special events.
- Hosts new players that have been invited to the property on initial visit or transfers responsibility to Marketing, P.D. or VIP services assuring that their credit lines, rooms or suites, special betting limits are all arranged prior to their arrival.
- Work schedule must be flexible and adjustable to meet the needs potential guests.
- Organizes and participates in off-property functions, such as lunches, festivals, golf tournaments, etc. Travel is a requirement of this position.
- Maintains an up-to-date knowledge of all promotions, events, entertainment and general property information. Stays informed of competitive promotional methods.
- Maintains a courteous, efficient, helpful and professional manner with all customers, both internal and external.
- Communicates information and feedback on customer experience to the General Manager and/or designee (i.e., Marketing Director or Sales Manager) on a regular, established basis.
- Investigates, evaluates and determines financial stability of potential new customers and groups and makes recommendations to the General Manager.

QUALIFICATIONS/REQUIREMENTS

The requirements listed below are representative of the knowledge, skill, and/or ability required. To perform this job successfully, an individual must be able to perform each of the essential duties and responsibilities satisfactorily.

- Must be a minimum of 21 years of age or older upon employment.
- High school diploma or its equivalency required.
- Minimum of 3 years in gaming, marketing, sales or public relations.
- Must have proficient computer skills
- Must possess excellent written and verbal communication skills
- Ability to write routine correspondence and to speak effectively to the public, team members and players.
- Ability to define problem; collects data; establish facts and draw valid conclusions.
- Must have the ability to deal effectively and interact well with our customers and employees
- Must have the ability to resolve problems/conflicts in a diplomatic and tactful manner.
- Must be able to be approved for and maintain a valid gaming license
- Must be able to read, write, speak and understand English. Must be able to respond to visual and aural cues.
- Work nights, weekends and holidays as required.
- Employment is contingent upon a favorable outcome of a background investigation and drug screening.

PHYSICAL, MENTAL AND WORK DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment

characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- Must have the physical ability to work with extreme weather as well as the ability to lift 25 lbs, to squat, stand or bend repeatedly.
- Must be physically mobile with reasonable accommodations and be able to maneuver to all areas of the casino Must be able to tolerate areas containing secondary smoke, high noise levels, bright lights and dust.
- Must be physically capable of assisting in set up of trade show booth at events.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Adequate manual dexterity to operate office equipment.
- Maintain physical stamina and proper mental attitude to work under pressure in a fast-paced, casino environment and effectively deal with customers, management, employees, and members of the business community in all situations.

The Downstream Casino Resort Adheres to all applicable Resolutions of the Quapaw Tribe of Oklahoma. Native American Preference policy does apply.

Business Development Manager

Responsibilities

- A business development manager's primary duties include identifying customer markets, monitoring industry trends, conducting competitor analyses and crafting competitive business plans. They work closely with sales and marketing directors and designated leadership to determine ideal market opportunities to pursue. Other duties include managing and creating materials for campaigns around promotions and events.

Business Goals

- Business Development Goals are the plans our company develops to help them flourish. Setting strong and achievable goals will increase the likelihood of success. These goals should help us to meet the mission, or objectives of our casino.

Setting Development Goals

The business development manager should start setting their goals by asking:

- What is it we want to achieve?
 - Getting new players to the property and getting possible sales leads from our existing players.
- What are we trying to accomplish?
 - Introduce Downstream to people we may not reach with our normal marketing/advertising tactics.
- Why is it important to our organization?
 - Everyday life happens, people go broke, they winter in warmer states, they or their family suffer a chronic illness or they pass away, etc... We must begin finding and bringing new players in the door so we will have the time we need to build that player into somebody profitable to make up for the ones we are losing.

The best way to understand goal setting:

- A specific goal might state, 'the company needs to make \$5.00 more per person than we invest in them in order to increase profits'. The goal is no longer ambiguous; it is a specific number that you need to meet.
- You cannot measure 'make more profits', but you can measure five more dollars than invested. If you pull cost data and see that you're getting two dollars more per person, you know you're improving, but you haven't quite reached your goal.

- Don't start your goals at something that isn't achievable!
- You need to set a time limit in order to ensure that they are achieved. This means you need to set a timeline for evaluating the progress towards your goal, and a deadline for when the goal should be achieved. For instance, you get a new player at \$20 expense. You track that player for the next 60 to 90 days to determine ROI and see if they are the type of player, you are looking for.

Goal 1: Social Media Interactions

- Social media interactions are a measure of how relevant your content is and of your perception as the leader in your industry. Likes, shares, retweets and favorites are a consequence of publishing good sales content. They also spread your message beyond your immediate network to the followers and connections of the people interacting with your content. Let your customers help sell your product/property through their satisfaction with it.
- You will note that this metric is not directly related to sales, yet we can assign measurable goals to it. For instance, if we placed a snap on Instagram of a coupon for \$5 Q Play, we can easily track it by group redemptions.
- Sample Goal: To get 400 social media interactions within a quarter.

Goal 2: LinkedIn website referrals and leads

- This is another measure of your company's social selling efforts. LinkedIn social selling effort is becoming a requirement for sales success. When done correctly, LinkedIn social selling is not direct selling. It is a matter of participating in LinkedIn Groups, helping people solve problems and occasionally sharing your company's marketing content. When done properly, social selling elicits interest in you and your company.
- Hopefully, people in your sphere of influence will view your profile, visit your website and convert as leads on your premium content offers as a result of your

social selling efforts. You can also publish content directly on LinkedIn through the publishing feature.

- This would also be a great tool for the QCC and Tribal Coffee...as well as businesses looking for an event location, etc.
- Sample Goal: To get 100 website referrals and 15 leads from LinkedIn within a quarter

Goal 3: Referral sales

- Referral sales are the consequence of providing excellent service to your customers and should be included in the business development plan. Many businesses don't have a process in place to ask for referrals; they should, because asking for referrals is often the only way to get them and track them. If you've provided excellent service to a customer and have quantifiable results, asking for referrals should come naturally. However, you need to have a process in place to make sure you ask for them.
- Ask for referrals as part of our new card sign up process. Also, asking self-employed players we already have, "Do you know of anyone else who may enjoy gaming/staying/golfing with us?". It would be a very simple task to complete since we already have the team member referral in place. It would be the same concept with a monthly/weekly drawing for everyone who had a referral card submitted the business development manager.
- Sample goal: To make 35 referral sales within a quarter.
- The primary measures of how well your inbound marketing efforts are contributing to your sales pipeline are monthly website visitors and leads generated.

- Sample goal: 1,500 monthly website visits and 50 inbound leads in the third quarter of 2019. Social Media Specialist assistance is critical/mandatory.

Goal 4: Customer churn

- Customer churn is the amount of customers you have lost in a given time period divided by the number of customers you had at the beginning of the period. New customers aren't included in customer churn. For example, if you had 50 customers at the beginning of the month and you lost five, your churn rate would be 10%.
- Customer churn is a goal for any business development strategy. Clearly, managing customer churn is a crucial business development strategy.
- Sample goal: Reduce customer churn to 7% in a quarter.
**This will only work with the help of the analyst team to determine what our current churn rate is...

Goal 5: Increasing total revenue

- Increase revenue a measurable amount in a specific period.

Marketing Our Booth or Presence at Another Event

1: Social Campaigns Using the Conference Hashtag

2: Follow the Hashtag and Join the Conversation Pre-Event

3: Use Instagram Stories

4: Have Your Customer-Facing Colleagues Spread the Word

****have PD/VIP tell our players about the upcoming event/booth.**

5: As visitors scroll down the page, they find details around the date and location of the event, discounts for early bird tickets, a list of sponsors, etc., and then there's the option to navigate to other sections of the site to learn about the history of the conference, news, and of course a place to purchase tickets. Always include the following information:

- Location, date, and time. Where to park & where to enter.
- A list of speakers and breakout sessions; if applicable
- A detailed agenda (as well as a shorter agenda)
- An FAQ page
- "Why Attend?"
- A link for purchasing tickets
- Accommodations page (if you can reserve a block of rooms at various hotels this is ideal), if applicable

6: Run a Free Giveaway Campaign – Item, Room, Golf, etc..

7: Give People What They Want

We have all been to conferences where you leave with a pile of junk that ends up in your trash, possibly before you even arrive at the airport. Whether it be branded oversized t-shirts, another bumper sticker, or a water bottle, there is just so much free junk to collect... Everyone likes bags to carry around when they are at an event/show so suggestion is to provide branded sturdy bags – free advertising for us and appreciated by the guest.

Pre-Event Ideas

1) Ask them what they want beforehand. Do some research, go to online forums, send surveys via email. Research what your target actually wants.

2) Approach people after an event. Ask them what they liked and what they didn't so you can make the appropriate changes the next time you're a host....take comment cards for distribution and track comments.

3) Send out "save the dates" early. Make sure early on that you make it to their calendars.

4) Tease them. Are there going to be cool giveaways? Mouth-watering appetizers? Some amazing prizes or a shot at something super special? Make them believe they'll regret it if they don't show up.

5) Target Influencers. Influencers are trendsetters with thousands (sometimes hundreds of thousands) followers. Being mentioned by one of these people on social media will get you an insane amount of leads. If the influencer trusts you then the others

will as well. Like Charles Terrell or Tracy Turnage, or Brian Christopher (social media influencer for casinos).

6) Show them the money! Most people don't have an imagination. You have to paint them a picture to let them know what they can gain from attending. Potential clients? Knowledge? Networking? Let them know..

7) Run an online giveaway or raffle. A good way to create buzz around an event is to organize a contest. Create hype weeks prior to the date and announce the winner at the end of the event to motivate attendees to see the entire thing through. Use local radio for live coverage to draw even more people to your location.

8) Add an announcement about your event to your email signature. Every one you get in touch with will hear about your event in a subtle way.

9) Post frequent reminders on social media. Not so frequent that it's spam, but you do want to remind people multiple times.

10) Create a blog. (this would be down the road – and gets crazy)

11) Add a temporary banner or image announcing the event to your website and social media channels. Everyone who clicks on your profile will see it right away.

12) Hand out creative flyers.

13) Pin a tweet or Facebook post the top of your page so it's the first thing your social media users see.

14) Approach Local Businesses. Strike a deal; perhaps in exchange for handing out your flyers, they might want to showcase their products at your event. This can be a good way to cut expenses on catering, decorations, etc.

15) Design an attractive QR code.

16) Have a flyer with a **special offer** for people who attend the event. Maybe it'll be that extra factor that convinces them to go.

17) Distribute the flyer at a place or another event that your target audience will already be at. If they're already all in one place, take advantage of it!

18) Send your contacts a **text reminder** a day or two before the event. Just in case they "forgot" about it (or if they also really did forget about it).

19) Give return attendees a reward or incentive to come back next time. It's great to have repeat attendees at your events.

20) Promote the event location, especially if it's somewhere cool or interesting.

21) Think carefully about who your target audience is for your event. It'll be easier to shape your promotional stuff to a specific audience then, and it'll increase the chances of it resonating and convening someone to show up.