

# Changing the Conversation with

## GameSense

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# Where we started

We all start  
somewhere!

## Our baseline

- For nearly two decades, our approach to responsible gambling was compliance based and reactive.
- With the focus being on those who indicated they may have had a problem, we were missing out on conversations with the vast majority of our guests.
- While conversations about responsible gambling were probably taking place, there was no formal structure to track and study these interactions.



# Discovering a new approach



# MGM Resorts adopts GameSense - February 2017



**Leadership buy-in and support**

**Adapt  
GameSense to  
the Integrated  
Resort Model**

**Create a  
comprehensive  
training  
program.**

**Develop a  
thoughtful  
launch process**



# The critical role of loyalty marketing

GameSense



Mlife<sup>®</sup>  
REWARDS

We want to have the conversation with as many guests as possible. Placing GameSense in the context of our loyalty programs creates the best opportunity to do so.





# Situational Relevant Training

- All new hires receive basic Responsible and Problem Gambling Training
- General awareness and information sent via our internal communications channels to all employees
- Guest-facing departments received additional job-relevant GameSense training
- M life Rewards Representatives and gaming floor and security supervisors all take additional GameSense Advanced training
- M life Rewards Supervisors all take a three hour course of GameSense Advanced and GameSense Advisor training



GameSense is an innovative approach to responsible gaming by providing responsible play information and tools associated with gambling. Players are able to make educated decisions to help keep gambling fun.

**What is GameSense?**  
MGM Resorts employees promote responsible gaming in their interactions with guests. Our goal is to provide guests information about what gambling is and a safe, secure place to play for fun.

- Identifying strategies to keep gambling fun
- Dispelling myths and explaining how gambling works using our model interactions with guests
- Providing information and resources for problem gambling using SIGOV



# Situational Relevant Training



Training sessions are described as:

- Fun
- Engaging
- Informative
- Interactive
- Empowering



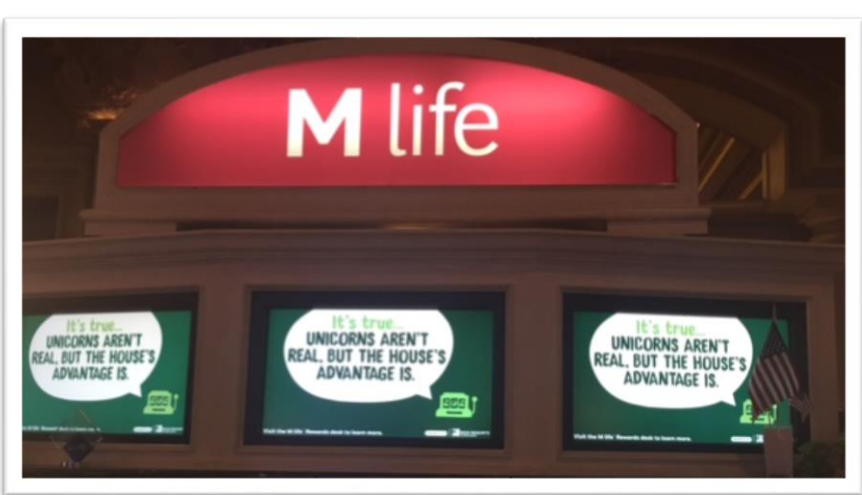
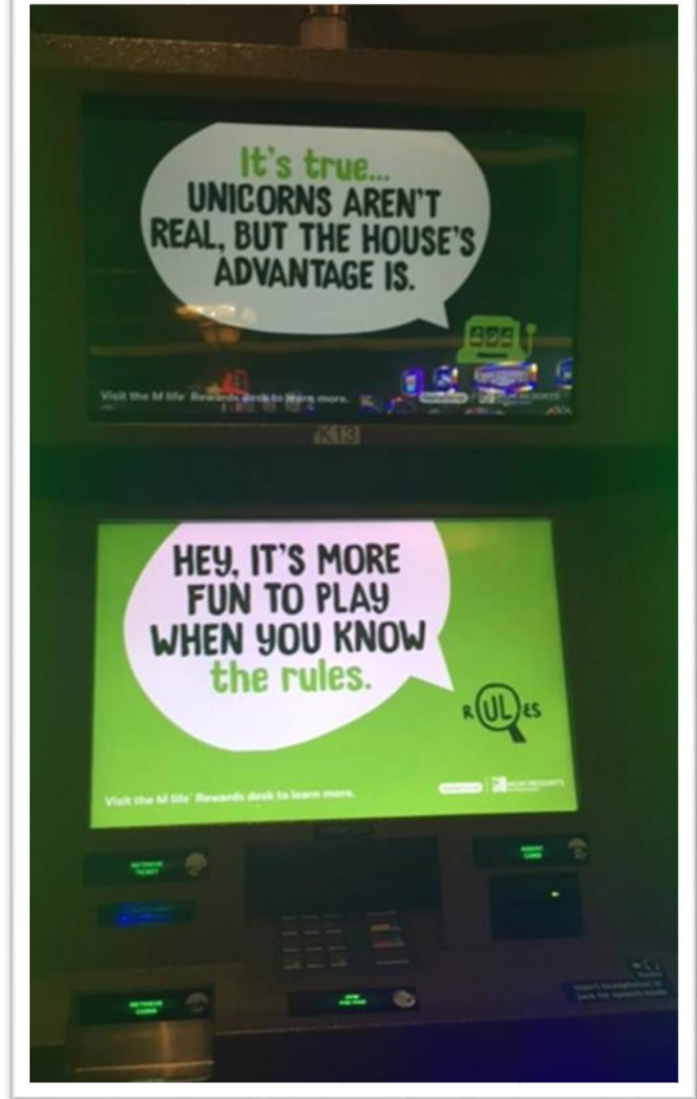


# Print Collateral





# Digital Signage

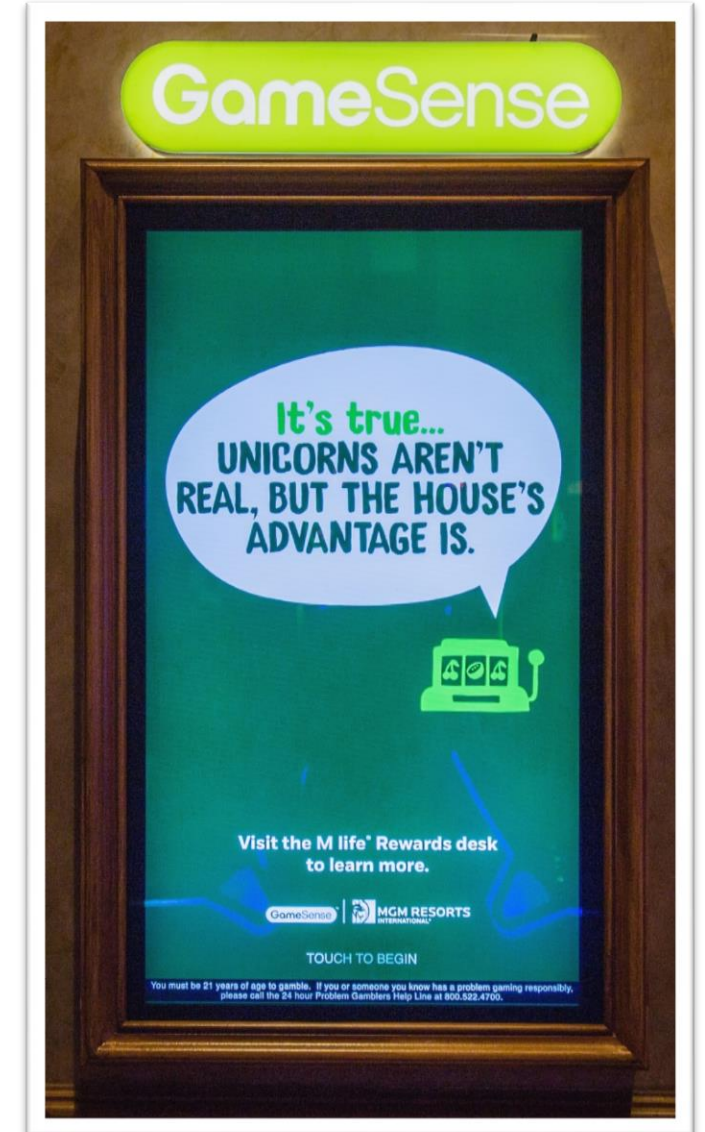


# GameSense Interactive Touchscreen

Located near the M life Rewards desk, the GameSense Interactive Touchscreen provides everything you need to know about the program.

Designed to be easy to use and read, these screens serve as a powerful resource to guests and casino staff.

In addition to program information, information about resources, and tips and strategies to keep gambling fun is the popular game FACT or MYTH, which is designed to help dispel some of the more common gambling myths.





The background is a vibrant green felt surface, typical of a casino table. In the top-left corner, three playing cards are fanned out: the Ace of Diamonds, the Ace of Spades, and the Ace of Clubs. In the bottom-right corner, a portion of a green and white plaid cloth is visible. The text 'FACT OR MYTH' is centered in a large, white, serif font. The word 'OR' is contained within a small, light green circle.

# FACT OR MYTH





# FACT OR MYTH

I've been playing one slot machine  
all evening and it hasn't paid out yet.  
It must be due for a win.

**FACT**

**MYTH**



The background is a green felt surface, typical of a casino table. On the left side, there are several playing cards fanned out, including the Ace of Diamonds and the Ace of Spades. In the bottom right corner, there is a piece of green and white plaid fabric.

# MYTH

**All machines are programmed to pay out at random. Each spin is random and unaffected by prior results.**



# Having the conversation



# GameSense interaction results

Since the program launched in Las Vegas in the fall, and at our regional properties in December, over 180,000 interactions have been reported.

Interactions range from a brief introduction to the program all the way to a demonstration of how random number generators work.

Guest feedback has been overwhelmingly positive.



It's great  
MGM is being  
proactive!



It's nice  
to know you  
care!



# Research

## Two tiered multi-year approach



### Quantitative

- 3,749 Guest Surveys (2017)
- 2,244 Employee Surveys (2017)

### Qualitative

- Employee focus groups
- Property townhalls

# UNLV



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UNIVERSITY OF  
BRITISH  
COLUMBIA



MGM RESORTS  
INTERNATIONAL®

GameSense





QUESTIONS?

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