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

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MGM Resorts adopts GameSense - February 2017

Leadership buy-in and support → **Adapt GameSense to the Integrated Resort Model**

↓

Develop a thoughtful launch process ← **Create a comprehensive training program.**

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The critical role of loyalty marketing

GameSense → Mlife® 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

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Situational Relevant Training

Training sessions are described as:

- Fun
- Engaging
- Informative
- Interactive
- Empowering

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Print Collateral

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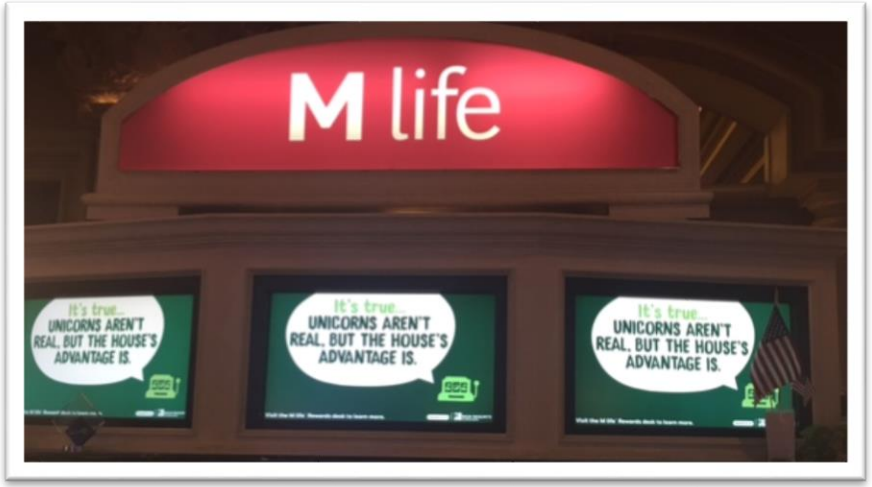
Digital Signage



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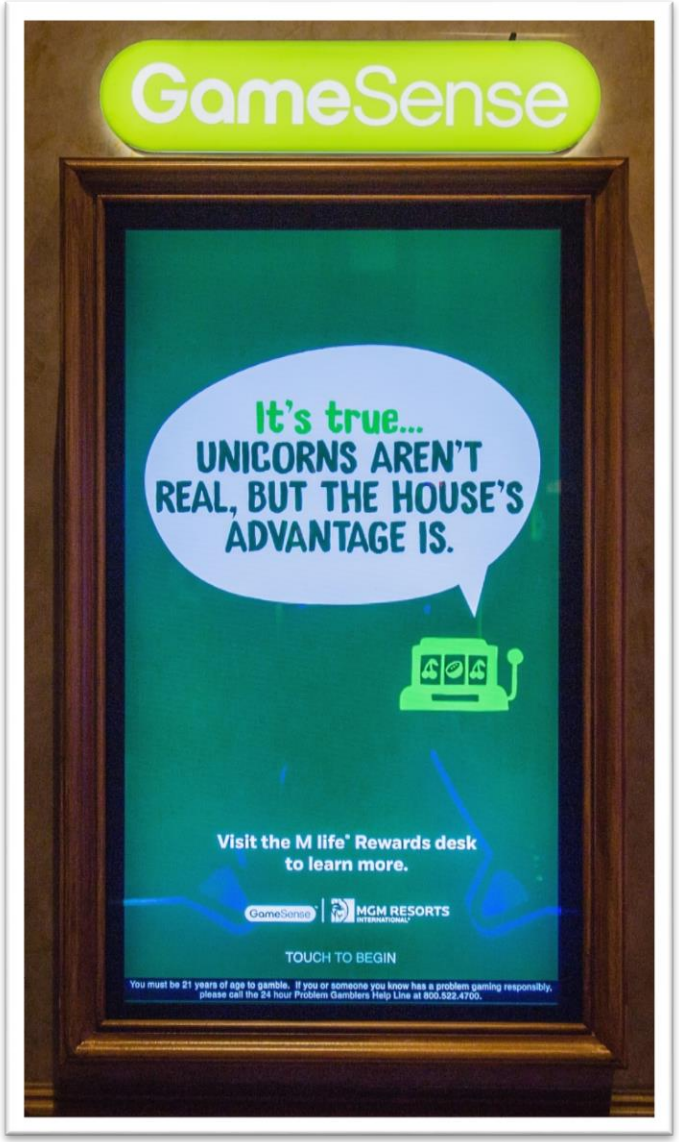
GameSense Interactive Touchscreen

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.



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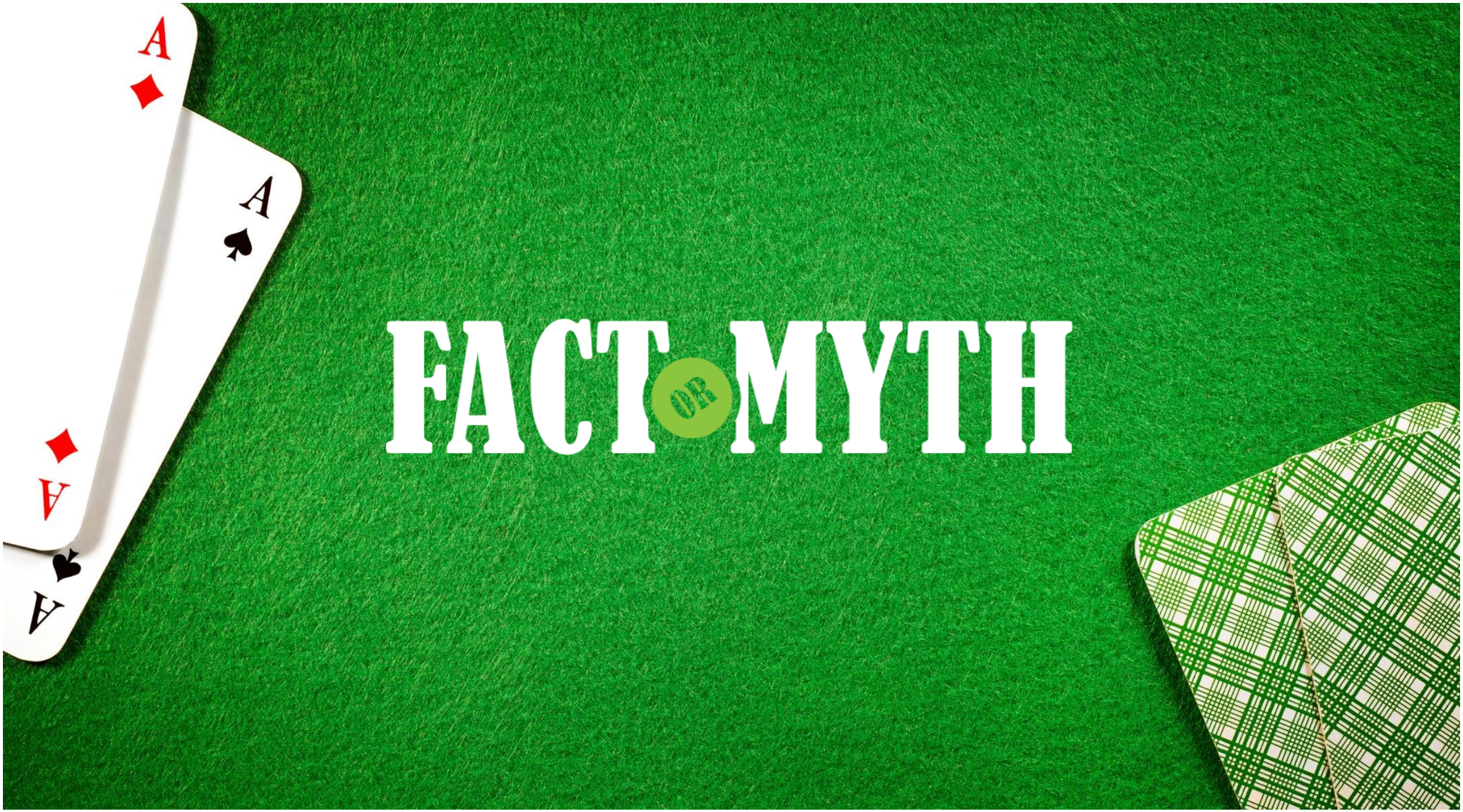
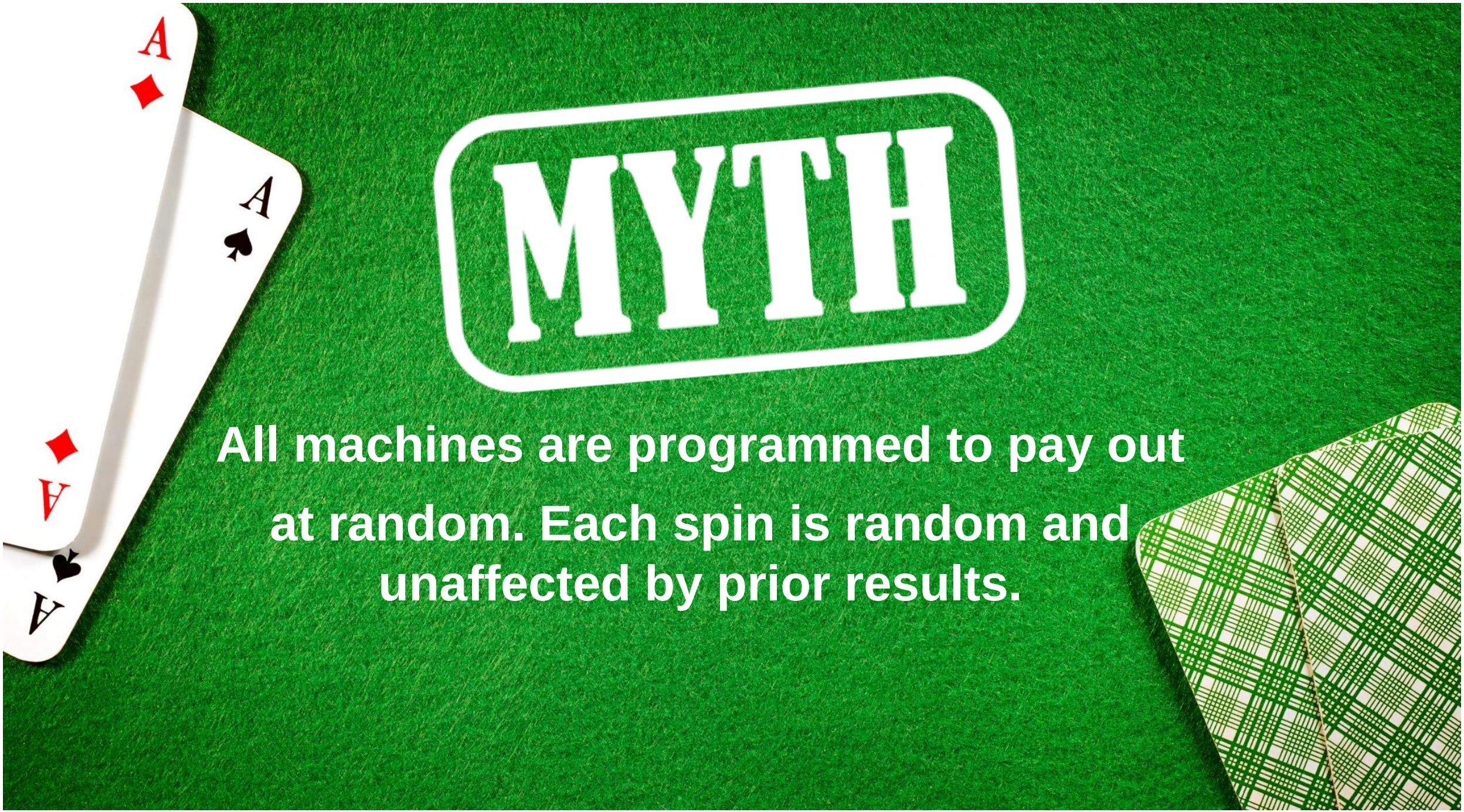

FACT OR MYTH

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


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

Having the conversation

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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.

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Research

Two tiered multi-year approach

Quantitative

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

Qualitative

- Employee focus groups
- Property townhalls

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