

Driving Innovative Programming at G2E

by David Rittvo

Continuing to build upon its growing relationship with the American Gaming Association (AGA), The Innovation Group (TIG) was engaged to co-produce their new Innovation Lab at G2E 2016. AGA's Innovation Lab was a first-ever hub on the expo floor that encouraged networking among attendees and drove a dialogue around innovative programs, products and opportunities for the industry.

Convention visitors and featured speakers alike praised the dynamic driven by the Innovation Lab's format and content. In addition to TIG-led programming, UNLV's International Gaming Institute Center for Gaming Innovation and Scientific Games also provided interesting vignettes on new games, the evolving nature of existing games and where technology will lead the industry. Overall, whether it was a discussion about Lucky Dragon Casino, a niche property marketing to Asian customers opening on the Las Vegas Strip or the emergence of Brazil as one of the next major gaming markets, dialogue in this space was always forward-looking and should be interesting to follow throughout the year. [Click here for a complete list of the topics and expertise provided by TIG at G2E.](#)

Off the show floor, multiple TIG associates and executives were busy hosting and moderating conference programs, including:

- **Tribal Economic Diversification: Non-Gaming Amenities and Beyond**
- **Urban Developments: A Holistic Approach**
- **Innovative Growth: Gaming's Future Products and Locations**

From Walter Bugno, CEO, International of IGT and Richard Luarkie, CEO of Emerging Equities Solutions Group to Greg Carlin, CEO of Rush Street Gaming, these panels featured a diverse set of industry leaders -- a testament to TIG's breadth and reach within the industry. Highlights from the panel sessions include an insightful discussion about how to invest gaming revenues into other forms of development on the Tribal Economic panel, a multi-faceted dialogue about the role of the host community and the casino developer on the Urban Developments program and industry-leading perspectives on business development opportunities on the Innovative Growth panel.

We are excited about the prospects for the industry, growth in new markets including Brazil and Japan, and the evolving nature of how to address the younger generation of gamers coming into the fray. A complete list of TIG-driven content at G2E 2016, including links to relevant materials and recordings, can be found at www.theinnovationgroup.com. TIG executives and associates welcome the opportunity to discuss these topics in detail, including their relevance to your business. Please email drittvo@theinnovationgroup.com to set up a meeting.

