



Speed Session: Designing for Millennial Customer Loyalty

09-30-2015, 3:15 PM - 4:45 PM

Although anecdotal evidence shows online gaming is driving some new customers to land-based casinos, the industry has not redesigned the casino experience to attract and retain younger customers. Should there be areas of the hotel where millennials will feel comfortable playing real-money games or even social games? What does the resort of the future look like? How are manufacturers thinking about game design for the future customer, while still appealing to the core customer?

- Learn how Las Vegas will continue to reinvent itself to lead generational consumer trends
- Explore if online patrons should be treated differently than traditional land-based patrons
- Understand the developer perspective in designing games that appeal across generations

Speaker Profile



Jeremy Kleiman
Member
Saiber LLC

About

Jeremy Kleiman focuses his practice on gaming regulatory and business law, representing casino operators, gaming equipment suppliers, technology providers and financial institutions involved in the gaming and lottery industries. He specializes in gaming-related corporate, regulatory, licensing and compliance matters, with an emphasis on the online and mobile gaming industry. Prior to rejoining the firm, Jeremy served as Executive Vice President, Regulatory & Business Affairs for Coastal Development, LLC, a developer, investor and operator in casino resorts and racetracks. In that role, he was responsible for the company's legal affairs, government relations and compliance functions, as well as sourcing, negotiating and executing on a number of business transactions. Jeremy's background and experience on the business side of the gaming industry uniquely positions him to counsel and advise clients on transactional and regulatory matters while understanding the clients' business objectives. Jeremy had previously been a member of the Firm and head of its Gaming Law Practice Group prior to his time at Coastal Development. He advised financial institutions, gaming equipment manufacturers, lottery providers and casino operators on all matter related to licensing, compliance and other regulatory matters. He served as worldwide lead regulatory counsel for a European lottery company in what was, at the time, the largest acquisition of a publicly traded gaming and lottery provider.