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# Caesars Commitment to Responsible Gaming

Presented Today June 26 2014

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Responsible Gaming Chairs Representing Company Properties  
Harrah's-Horseshoe Iowa & Harrah's North Kansas City

Originally Presented by

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# Acknowledgements

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Dr. Lori Rugle, State of Connecticut

Dr. Randy Stinchfield, University of Minnesota

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# Presentation Overview

## Caesars and responsible gaming

- NPGAM -- RGEW
- Caesars' philosophy
- Policies and programs
- Employee training
- IT application
- Communication campaign



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# Responsible Gaming Events

Responsible Gaming is a year round commitment at Caesars

## National Problem Gambling Awareness Month

- Conducted in March - coincides with March Madness
- Promote awareness of problem gambling
  - Launch of Harvard Medical School's Cambridge Health Alliance Gambling Disorder Screening Day, March 11, 2014
- Promote awareness of availability of treatment

## Responsible Gaming Education Week

- Conducted the first week of August
  - Theme changes annually to highlight specific industry efforts supporting responsible gaming
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# Caesars Responsible Gaming Philosophy

Caesars wants everyone who gambles at our casinos to be there for the right reasons—to simply have fun.

Caesars doesn't want people who don't gamble responsibly to play at our casinos, or at any casinos.



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# Caesars Leadership in Responsible Gaming

First company to recognize, operationally address problem gambling

Partnered with National Council to establish first national tollfree helpline

Underage gaming prevention and responsible gaming education programs served as model for industry efforts

First to offer nationwide self-exclusion and self-restriction

First company honored for leadership by National Council on Problem Gambling

First company to conduct responsible gaming television advertising campaign

Continue to have the most restrictive advertising code in the industry

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# Responsible Gaming Foci

Creating programs / policies to promote responsible gaming

- Project 21 (1980's)
- **Operation Bet Smart (1980's)**
- Unattended Children (1998)

Providing assistance and meaningful alternatives to those who do not gamble responsibly

- Self-exclusion and self-restriction
- EAP and insurance coverage for employees
- Create awareness and provide support for national and state problem gambling councils, helplines
  - Support for publicly-funded treatment and other problem gambling services

Supporting research to better understand and reduce gambling disorders



## Jurisdictional and Regulatory RG Requirement Model

Require comprehensive RG plan in submission and approval process

- Training requirements
  - Content
  - Frequency of delivery
- Signage requirements
  - Language
  - Location
- Advertising requirements
- Alcohol service requirements

Devote and dedicate funding to problem gambling services

Has a role specifically tasked with RG program oversight in the regulatory agency

Has well managed, defined state self-exclusion program





# Caesars Responsible Gaming Policy

## Triggering Events

- Patron self reports
- Employee hears statements from customer that cause concern
- 3<sup>rd</sup> party written reports

## Customer interaction (by trained employees)

- Responsible Gaming Ambassadors

## Corporate Panel

- Company initiated exclusions
- Three person panel at Corporate (President of Operations, General Counsel, Executive VP Government Relations)
- Reviews cases referred from property
- Makes final & binding decision



# Caesars Responsible Gaming Policy

Verbal statements are the most common trigger but behaviors are not ignored

- Training emphasis on listening to customer statements, not observing behaviors

Emphasis on reporting employee concerns about customers, not identifying problem gamblers

Links security, customer service and responsible gaming procedures

- If responsible gaming issue is mentioned by the patron while dealing with behavior, the responsible gaming procedures will be applied



# Restriction / Exclusion Policy

Company-wide

Excluded/restricted at all properties (entire facility)

Timeframes

- One Year, Five Years, Lifetime

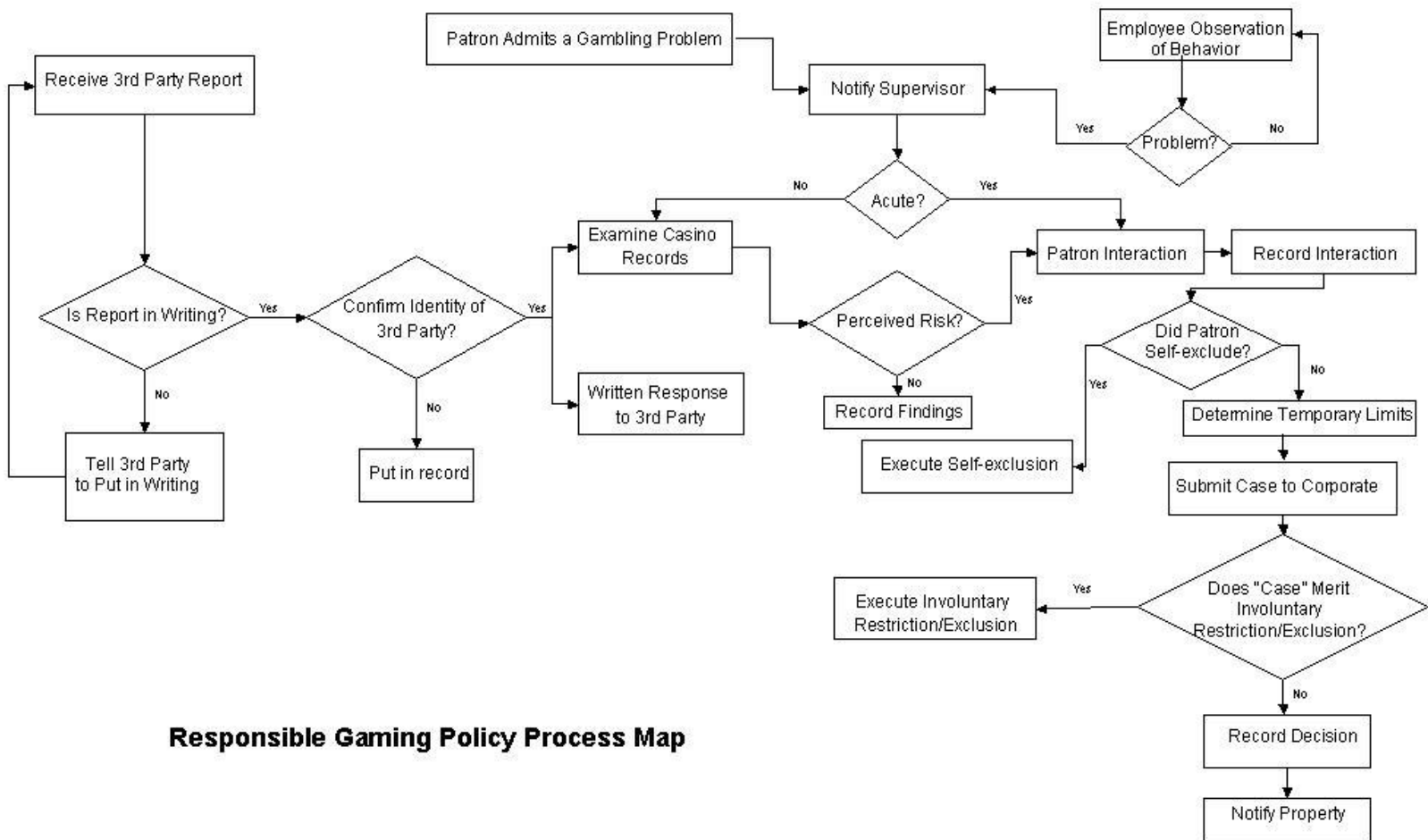
Excluded Activities

- Credit, Check Cashing, Mail and Promotions, Comps, Gaming Privileges



# Responsible Gaming Employee Training

## Responsible Gaming Policy Process Map



Responsible Gaming Policy Process Map



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# Responsible Gaming Employee Training

## Responsible gaming training for all employees

- Three Modules
  - *Responsible Gaming Awareness* -- all employees
  - *Roles in Responsible Gaming* – customer contact employees and all supervisors
  - *Responsible Gaming Ambassador Training* -- select group of employees at each property who conduct guest conversations
- New Hire Orientation
- Annual Refresher
- Specialized training
  - Responsible Gaming Chairpersons
  - Responsible Gaming Administrators
  - Surveillance/Security
  - Floor personnel based on role (e.g. cashiering, credit, Total Rewards, marketing)



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# Evaluation of Responsible Gaming Training

Each module tested with employee groups during development

Pre-implementation beta test

Implementation evaluation

- Conducted by Dr. Robert Ladouceur
  - Pre and post testing with more than 3,500 employees
  - A total of six experimental and control group properties were studied
  - Assess program and training effectiveness
    - Each objective of the training showed significant improvement after the training
    - Findings led to further refinement of the program
  - Assess impact of program from guests perspective
    - Findings led to further refinement of the program
    - Most felt the RG Ambassador/conversation was helpful
    - The vast majority decided to self-exclude during the conversation



# Information Technology

Stand-alone system that interacts in real-time with other systems across the brand

- Automated exclusions, restrictions company-wide
- Log for tracking responsible gaming incidents company-wide

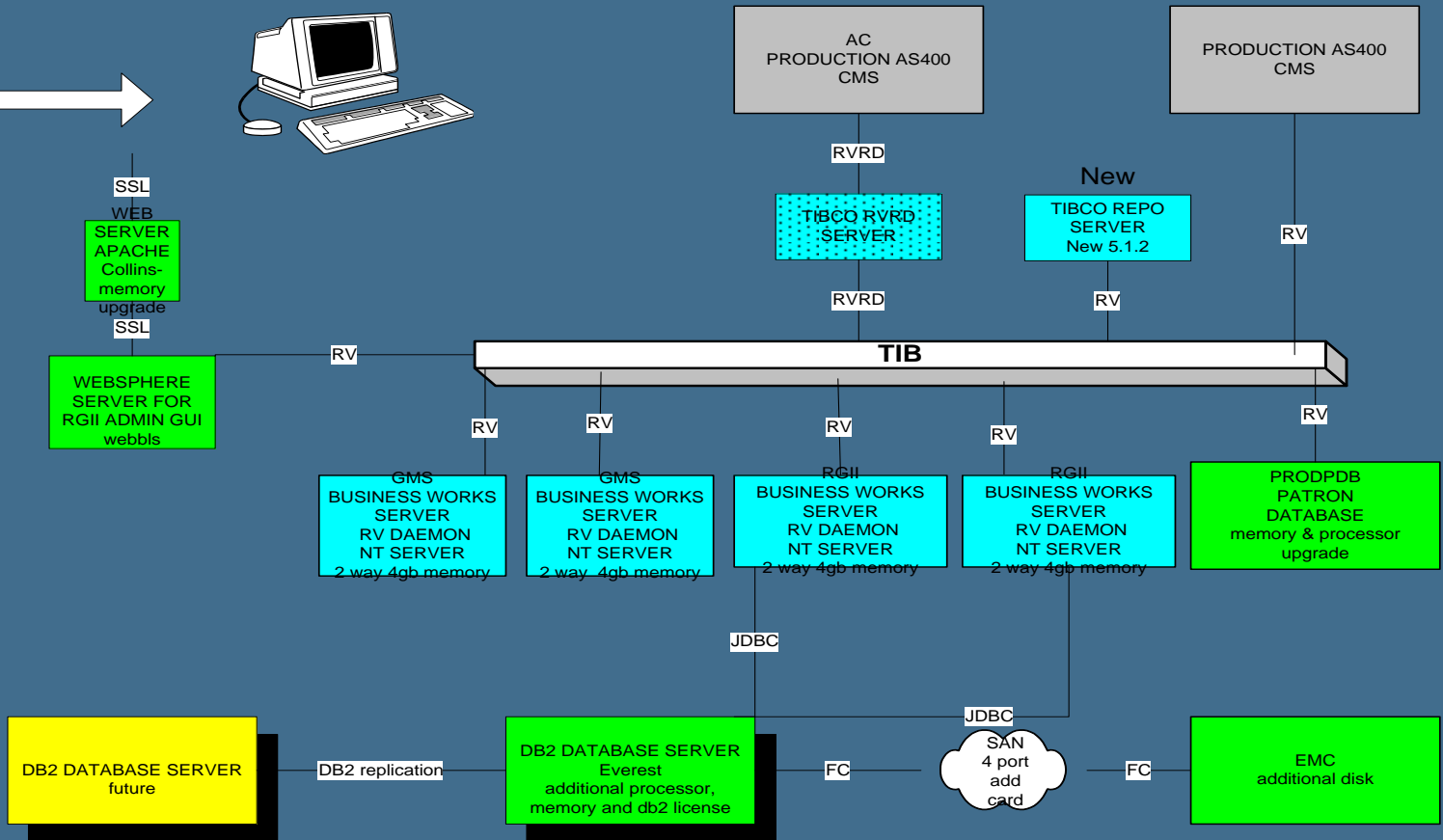
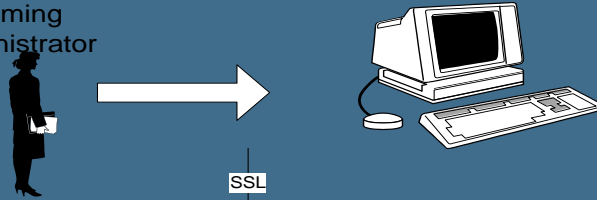
## Benefits

- Better in-casino enforcement of exclusions, restrictions through automatic denial of certain privileges processed from CMS
  - Including check cashing, credit extension, W2G jackpots, requested complimentary, slot card-in
- Identification of RG excluded patron at slot machine card-in
- Assistance in compliance with state regulations



# RG2 Systems Overview

Responsible Gaming Administrator







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# Responsible Gaming Core Teams

## Corporate

- VP, Responsible Gaming Policies and Compliance
- Internal Audit
- Information Technology
- Marketing

## Property level

- Property Responsible Gaming Committees
  - Property Training Departments
  - Property RG IT Application Users
  - Responsible Gaming Ambassadors
  - Property employees
    - Cashiering
    - Credit
    - Total Rewards
    - Direct mail
    - Slots
    - Table Games
    - Security
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# Employee Communication and Awareness

Training at orientation, refreshed annually

Back-of-house signage

Paycheck stuffers

Counseling information

- Employee assistance program (EAP)
- Insurance coverage for problem gambling counseling

Internal publications



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# Patron Communication and Awareness

On-property collateral specific to responsible gaming located at major customer contact points

Direct mail pieces featuring responsible gaming specific messages

In-room TV ads featuring responsible gaming messages

Responsible Gaming stills on casino plasma screens

On-property and direct marketing materials include responsible gaming helpline number(s)

- On-property marketing posters and brochures
  - Player cards
  - Direct mail
  - Caesars website
  - TV and radio advertising
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# Patron Communication Headlines

RESPONSIBLE GAMING MEANS:

## Knowing when to stop

At Caesars, we're committed to responsible gaming. If you would like to restrict your credit, check cashing, mail, or casino play privileges,

RESPONSIBLE GAMING MEANS:

## You must be at least 21 to gamble

This casino does not allow underage gambling.

Any person under the age of 21 found gambling in the casino is subject to arrest and prosecution.

If you think you or someone you care about may have a gambling problem, call 1-800-522-4700. All calls are confidential.

We Care. We Card.®

YOU MUST BE 21 OR OLDER TO GAMBLE  
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RESPONSIBLE GAMING MEANS:

## Don't leave your kids unattended

*Keeping an eye on your children when you're in a casino is just as important as knowing where they are at a baseball game or at the mall.*

So help keep your children safe by not leaving them unattended. And remember, children are not allowed to loiter on the gaming floors, or even accompany a parent who is gambling on a casino floor.

Responsible Gaming Is Our Business.® If you think you or someone you care about may have a gambling problem, call 1-800-522-4700. All calls are confidential.



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IT'S WHO WE ARE





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# Responsible Gaming Media Campaign

## Responsible Gaming specific TV and radio ads

- Total of six ads in campaign

## Pilot test of campaign

- Ads were initially run in Missouri, Louisiana, Iowa, and Illinois
- Campaign extended nationally on ESPN during the World Series of Poker broadcast
- Total spend for campaign more than five million dollars

## CEO message

## Campaign extension, routinization

- Marketing ad buy includes RG spots in rotation in all markets



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Questions?