



Aristocrat partners with Solverde Group to stage second European Slot Academy

London, 29th June 2011

Hotel Solverde Spa in Espinho, Portugal, was the venue and staging partner for Aristocrat Technologies' second European Slot Academy, which took place across 8-10 June and included more than 30 delegates with casino directors, general managers and slot managers drawn from across Europe.

Aristocrat opened up its vast gaming experience spanning more than five decades to deliver three days of intensive training and analysis of advanced slot strategies. Led by Global Games Strategist John Willis and Global R&D Creative Director Bill Cormack, the master class explored why and how games perform on the casino floor and techniques to optimise the player gaming experience and drive gaming floor revenues.

Solverde Director, Fernando Fernandes commented: "Judging from the reactions of those who attended, the seminar was very important. From the point of view of the material covered and the tools for analysis and management of slot rooms, particularly in terms of marketing, the event proved extremely interesting. Also, the fact that we created a social programme, particularly for foreign visitors, to enable people to discover the wonderful region of Porto, was equally important."

Responsible for driving the initiative forward, Aristocrat's Senior Regional Sales Manager Damien Greig stated: "The event was even more highly acclaimed by participants than the inaugural edition held in London. Solverde Group proved to be partners of the highest order with a premium location and convivial hospitality to stage what is an intense and demanding study course. Having Casino Espinho on the doorstep also brought an added dimension where we could casually visit in the evening and consider all the scenarios and practicalities covered in the classroom earlier in the day."

Aristocrat plans to stage a third event elsewhere in Europe next year applying the same rigorous criteria: a desirable location; knowledgeable and highly experienced speakers; invaluable and impartial content; and set within a catchment area that maximises the opportunity for a wide number of casino groups.

Image caption(s): (1) Delegates line up for Aristocrat's second European Slot Academy at Hotel Solverde Spa in Espinho, near Porto, Portugal
(2) John Willis delivers one of the Academy's master classes

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