

**Casino Executives and Their Properties Benefit Greatly
From Dynamic, Effective Presentation Skills**

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Casino executives are expected to have numerous skills, but there is one that eludes many of them. They don't have the ability to give an effective presentation.

"Casino executives and senior managers shouldn't feel bad about this," says Martin R. Baird, chief executive officer of Boise, Idaho-based Robinson & Associates, Inc. "They have lots of company. But there are many good reasons for why they should learn how to give effective presentations. Executives have much to gain and so do their casinos."

Baird offers the following tips about the importance of strong presentation skills.

Buy-in for new ideas. Executives who want their ideas taken seriously must be able to present them convincingly, Baird says. "Time and again, I've seen casino executives have great ideas but, due to their lack of presentation skills, the ideas are discounted and never acted upon," Baird notes. "People are influenced more by the delivery of a presentation than they are by the actual information."

Potential for promotions for senior managers. A study by AT&T and Stanford University shows that the top predictor of professional success and upward mobility is one's enjoyment of and skill in making presentations, Baird says. "Those who are good

at delivering information to others are the ones who get noticed,” Baird explains. “The ones who get noticed are the ones who have opportunities sent their way. Strong presentation skills can help senior managers move up the ladder.”

Overcoming one’s fear. Facing and overcoming a fear offers a strong boost in self-confidence, Baird says. “Most people fear giving a presentation more than they fear death,” Baird says. “If being comfortable with making presentations is the top predictor of professional success and giving presentations is the No. 1 fear, then there is an advantage to be had here. Overcome this fear, become an effective presenter and good things will happen.”

Strength in the information age. Presentation skills are one of the most important skills to have in the age of information, Baird says. “Casinos should want their executives and senior managers to do well in this area,” Baird notes. “Public speaking development should be part of the property’s strategic business plan.”

Motivated employees. A high-quality presentation skills training program will increase employees’ motivation, self-image and confidence while also sharpening their organization, planning and communication skills, Baird says. “Every casino should want to have staff members with those qualities,” Baird says. “It can give the casino a leg up on competitors that don’t appreciate the value of presentation development.”

Cost savings. Many casino executive meetings are a waste of time because the speaker does such a poor job of organizing the presentation and delivering it, Baird says. “Time is money,” Baird explains. “Think of how an executive’s pay breaks down hourly and how many hours are wasted in these meetings. Imagine what could be accomplished

if the presenters at the meetings captivated their audience and made convincing arguments. Work would get done. Money would be saved.”

Robinson & Associates, Inc., is a global customer service consulting firm for the gaming industry. It helps casinos determine their Advocate Index, a number that indicates the extent to which properties have guests who are willing to be advocates. The company then implements its Advocate Development System in combination with the proven methodology of Advocate Index and best business practices to help casinos create more guest advocates and chart a course for growth and profitability.

Robinson & Associates may be reached by calling 480-991-6420 or via its Web sites at www.advocatedevelopmentsystem.com and www.casinocustomerservice.com.

Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

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